

# Jennifer Reid, MA

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## Profile

An Innovative and dedicated **Senior Manager and Educator** with the vision and leadership skills required to take key organizational goals and incorporate them into well-defined strategic directives. Contributes a consistent record of success in **Strategic Planning, Program Development and Implementation, Marketing Initiatives and Project Management**. Offers particular expertise in promoting educational opportunities for small businesses and marketing professional development seminars and workshops through in-house and video conference offerings. Energizes organizations with fresh ideas and well-defined communications strategy and coordinates people, systems and resources toward specific goals.

### Key Strengths

- **Strategy Development and Program Execution** – Skilled in analyzing market intelligence, identifying opportunities, and implementing action plans to promote organizations, programs or campaigns. Combines a keen marketing and public relations mindset with the ability to translate concepts into viable strategies that generate positive, measurable results.
- **Team Leadership and Project Management** – Interacts creatively with a broad range of personalities and cultures and is highly effective in gaining cooperation and sustaining a positive corporate image. Recognizes project requirements and implements action plans to ensure resources are effectively utilized. Readily responds to changing needs and identifies solutions based on situation requirements.
- **Communication and Strategic Partnering** - Demonstrates skill in identifying, securing and maintaining successful partnerships to move an organization forward. Experienced in building rapport and networking strategic alliances within the business community, non-profit organizations, government sectors and the media to achieve increased awareness, financial success and program goals.

## Professional Experience

**Langara College**, Vancouver, BC \_\_\_\_\_ **2002-Present**

**Employer Development** (2011). Responsible for marketing the programs to business and government in order to expand and generate work term positions.

**Instructor BCAP** (2005-2008). Business Instructor in the School of Management, prepared lesson plans and taught MSOffice, HTML, Macromedia and Adobe software products. Utilized considerable experience in working with people from diverse cultures and demonstrated a strong multicultural awareness.

**Coordinator for Continuing Studies – Computer Technology** (2002-2005). Expanded 5 programs to 8 including Database Developer, Net Web Developer and Web Publisher programs. Hired and trained industry professionals on instructional delivery techniques.

- Created, marketed and implemented the Summer Computer Camp for Kids (ages 12-16) – a week long program of Computer Gaming, Web Design and Video Editing.

**Eyecon Design Inc.**, Vancouver, BC \_\_\_\_\_ **1999-Present**

**Educational Consultant**. Conceptualized and established Eyecon Design, initially, to create computer manuals in order to provide computer training to corporations and small businesses. Designed 5 computer training manuals including: SABRE, Apollo, Dreamweaver 3.0, Dreamweaver 4.0 Outlook XP and IT Securities. Currently working on a small business succession planning project promoting professional development seminars and workshops through in-house and video conference educational offerings.

**Small Business BC, Vancouver, BC** \_\_\_\_\_ **2005-2011**

**Education Manager – Business Development** (2006-2011). Developed the concept and wrote the business plan to provide a Small Biz Education Centre for the business community in partnership with Small Business BC. The purpose of the Centre is to deliver personal growth and professional development seminars and workshops through in-house and video conference educational offerings. Responsible, as well, for coordinating regional video conference centres throughout BC. During the first year, grew the workshop offerings from 13 to 90 training session and increased revenues by 150%.

- Provide progressive leadership and manage the staff at the education centre, which includes the Coordinator for regional video conference centres throughout British Columbia
- Oversee 50 regional video conference partnerships including the BC Chamber of Commerce, Community Futures BC, Economic Development offices with various Aboriginal organizations
- Expanded from 5 to 30 trainers, attracting presenters from government, the legal profession, marketing professionals, accountants, HR, community associations and small business owners
- Initiatives included: Ask the Expert series, Around BC Entrepreneurial Stories, Succession Planning while successfully blending classroom learning with interactive video conference, webinars, video and social media

**Manager, eBusiness Education Centre** (2005-2006). Successfully integrated the Industry Canada and ACCC Student Connections program with staff from eBusiness Education Centre. Assisted small business owners through the process of getting their business online. Coached several students in the development of their own full-time businesses in computer technology and web design. Hired a full-time web designer and developer to manage the eBusiness project and to maintain six of Small Business BC's websites

**PBSC – Division of IBM, Vancouver, BC** \_\_\_\_\_ **2000-2003**

**Province of BC Corporate Software Applications Trainer.** Provided custom software application training as required. Major clients included City of Vancouver, City of Coquitlam, Ministry of Family and Children, BC Assessment, BC Hydro, Telus, BC Cancer Research, Lion's Gate Hospital, Richmond Hospital and others.

**Canadian Tourism College, Vancouver, BC** \_\_\_\_\_ **1990-1999**

**Computer Reservation Trainer and Practicum Officer.** Assisted the college in becoming the first travel college accredited by PCTIA. Researched, compiled and wrote the manual required for software training applications. As a CRS trainer, worked with local and international students both online and in person including work studies and practicum placement with local travel and tourism businesses.

## Education

**Master of Arts – Leadership**, Royal Roads University, Victoria, BC, 2007-2009.

**Certified Coach – Athletic and Business**, National Coaching and Certification Program, Ottawa, ON, 2007.

**Certified Program Planner for Continuing Education**, LERN, River Falls, WI, USA, 2002.

**Internet Publishing – Research Specialist**, Langara College, Vancouver, BC, 1998.

**Instructor Diploma Program**, Vancouver Community College, Vancouver, BC, 1993 -1997.

## Community Service and Associations

Vancouver Rowing Club, Master Rower, Coach and Board Director, Vancouver, BC, 2000-Present

VR588 Strata Council, Strata Council Director, Vancouver, BC, 2007-2009

Wired Women Society, Education Director, Vancouver, BC, 2003-2006

Vancouver YMCA, BCRPA Fitness Instructor, 1996-1999

Ministry Social Service, Foster Parent, Vancouver, BC, 1995-1996

Big Sisters of Canada, Big Sister and volunteer, Vancouver, BC, 1994-1997