

VICTORIA INDIES

Cayman Status Holder

P.O. Box 98989, Savannah, Ginova, IQ 3897

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PROFILE

- 20+ years combined experience in business development, strategic planning, and management of commercial, retail and non-profit operations.
- Comprehensive experience in financial management (with full P&L responsibility), marketing, research, start-up operations, and short to long-term business planning.
- Well-versed in the area of Human Resources Management including staff development and training, key personnel retention, performance evaluations, and team development.
- Strong communication skills including business writing, public speaking, and media/public relations.
- Familiar with both Mac and Windows operating systems; proficient in a wide range of applications including Word, Excel, Access, Power Point, Publisher, email/internet based software, and Quick Books.
- Bilingual (French).

PROFESSIONAL HIGHLIGHTS

Operations Management & Business Development

Enhanced retail, commercial and non-profit operating systems by revitalizing stagnant procedures through the expansion and strengthening of financial, administrative, inventory control, and management initiatives.

Built strong teams of co-operative and involved employees by developing ethical relationships with staff and by implementing HR initiatives, such as recruitment, training, succession planning, and incentive programmes. Managed a staff compliment of up to 16 people.

Managed the successful start-up of a Ginovian subsidiary of an American multi-million dollar wholesale corporation.

Championed Gordstar's first industrial mortgage negotiation that exceeded \$1,000,000.

Collaborated with a major corporate entity to raise the largest single sum of money, US \$250,000, toward the preservation of a structure critical to Ginova's history.

Created the first 5-Year Draft Business Plan for the Heritage Trust of Ginova that included programme, funding, human resources, and competitive NGO business strategies. Also drafted their first draft Disaster Preparedness Plan.

Established the concept and policy framework for a Historic Preservation Awards program, which attracted funding from a major banking entity.

Financial and Administrative Management

Administered all aspects of retail fiscal management with full P & L responsibility and as a business planner conducted extensive research of source documents to accurately develop corporate general ledgers, financial reports, and necessary financial controls.

Prepared retail and other commercial business reports detailing sales trends, cost of goods sold, profit margins, cost-profit-volume breakdowns, forecasts, and the profitability of special promotions.

Developed realistic and practical departmental and organisational business budgets of up to \$3.5 million.

Established business plans and financial forecasts for infant organisations for the purpose of capital acquisition.

Marketing and Strategic Planning

Customised marketing plans for retail, service, and non-profit organisations clarifying target markets, objectives and missions; and assessing external environmental constraints including demographics, competition, and economic conditions.

Co-ordinated retail marketing logistics including advertising, sales promotions, special events, image development and merchandising.



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Spearheaded a business needs analysis and presented the results in a detailed 51 page report highlighting specific problem areas and providing constructive recommendations including a specific proposal to reposition the company against the competition.

Prepared housing studies assessing the supply and demand of all types of residential units for the Regional Municipality of Savannah (Ginova) to identify local residential development activity.

Following extensive historical research, building and site analyses, community interviews, and public meetings, developed a comprehensive Conservation Plan for one of the oldest structures in the Ginova, including a development concept, a business plan concept, and education and fundraising strategies.

Communications

Authored an extensive variety of business communications including executive speeches, annual reports, strategic plans, job descriptions, newsletters, employee policy manuals, business and marketing plans, land use planning documents, newspaper and magazine articles, policy papers, press releases, executive resumes, web content, television commercial scripts, and international correspondence.

Spoke publicly at several key events including annual general meetings, public meetings, sales meetings, workshops, and special events.

Conceptualised and co-hosted the *Historic Places* monthly segment for a morning television news program. Was also interviewed for several historic preservation-related radio and television news pieces.

Co-authored a low-income housing study for the Regional Municipality of Savannah and organised the results in a 1-hour presentation to the Minister of Housing which included policy and legislative recommendations.

EMPLOYMENT HISTORY

2001 – present	Freelance Administrator	The Absolute Administrator (Self)
2006 – present	Consumer Show Manager (Seasonal)	A Slice of Heaven
2003-2006	Financial and Administration Manager	Ministry. of Heritage & Culture, Ginova Government
1997 – 2001	Historic Programmes Manager/ Acted for the Executive Director in her absence	Heritage Trust of Ginova
1992 – 1996	General Manager (started as Asst. Manager)	S.M Cargrun & Son Ltd.
1990	Planning Researcher (5 month contract)	Williamson & Cartright, Planners
1986 – 1996	Small Business Start-up Consultant	Self,
1986 – 1988	Mortgage Broker	Gordstar & Associates
1984 – 1994	Piano Teacher	Self
1984 – 1986	Operations Manager, Canadian Division	Matcoat Industries
1979 – 1984	Inside Sales Representative	International Food Supply
1979 – 2003	Volunteer: Abused Women's Groups, Neighbourhood Preservation Groups, University Research Groups, Women's Eating Disorder Groups, Community Orchestra, Heritage Trust of Ginova	

EDUCATION

- Bachelor of Environmental Studies (Honours), Major: Urban and Regional Planning, University of Ginova, 1998
- GIS Workshops & Training, 1999
- Extensive college classes in human resources, marketing, finance and accounting, business administration, and management: Clovedale University, University of Savannah, Huntlaw College, Century College 1981 - 1998
- Certified as a Mortgage Broker by the Registrar of Mortgage Brokers– Ministry of Consumer and Commercial Relations, 1987
- Credit & Collections Certification through Grey Trust, 1983
- Royal Conservatory of Ginova Piano Studies, 1968 – 1981

INTERESTS

Reading; writing creative non-fiction; the culinary arts, particularly Italian cuisine; Wado Karate (yellow belt); fitness (INBF figure competitor); historic architecture; travel; playing various instruments for personal enjoyment; foreign language movies.