





CONTACT

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 Lisbon, Portugal + Canada

PERSONAL STATEMENT

A generalist with over ten years of experience working in both the public and private sectors of the creative and innovative tech industries for start-ups and SMEs. Specializing in operational management and market analysis, with demonstrable success designing, securing, and executing dynamic fundraising and partnership strategies, I'm looking to join a growing globally-minded organization that prioritizes the stability and security of its employees.

As a self-motivated and proactive people and information coordinator, I prioritize human-focused operational efficiency to facilitate seamless product and service development to build and nurture healthy client, partner and stakeholder relations. A meticulous detail-oriented organizer, clear communicator, leader and team player, I employ empathic attention to the human experience within the innovative sector where stability and burn-out are of consistent concern. My level head and enthusiasm for creative problem-solving enable me to tackle unexpected challenges using a holistic approach to adapt to the needs of every situation. This has provided me with a track record of building and supporting dynamic work environments that encourage and challenge everyone to grow as professionals.

SKILLS

- **Market Analysis** | 360 High + Low-Level Industry + Sector Scan Reporting | Project Scope + Concept, Product, and Service Development | Qualitative + Quantitative Data Analysis | Design Business, Revenue, and Market Strategy Frameworks + Methodologies for Execution
- **CRM + Project Management** | Asana + Trello + ClickUp | MS Office + Google Suite | Notion | HubSpot + Nation Builder | Discord + Slack | QuickBooks | Highly Organized + Meticulous Attention to Detail
- **Applied Technical Knowledge** | Blockchain + NFTs | XR + Digital IP Copyright of 3D Scans
- **Digital Media** | [Website](#) + Infographic + Pitch Deck Design | Twitter Spaces + Podcast.co Hosting | SEO | [Copy](#) | [Feature](#) | [Research](#) | [Blogs](#)
- **Interpersonal** | Leadership + Team Building | Sales + Partnerships + Business Development | Stakeholder Relations + Community Engagement

ACCOMPLISHMENTS

Business + Market Development

- Independently designed an original intrapreneurial business strategy, expanding an established manufacturer's business model from the physical into the new digital sector.
- Secured multiple partnerships and memberships in accelerator programs to successfully produce original projects and business ventures within for-profit and not-for-profit start-ups and SMEs within Canada, Germany, Spain, Switzerland, and the UK.
- Independently researched, designed, developed and executed an original innovation funding program, successfully securing over \$700,000 in monetary contribution and \$100,000 in legal R+D for digital intellectual property copyright protection in Canada.
- Remotely built multiple original business strategies and operational structures for recently incorporated for-profit and not-for-profit start-ups.

Project + Operations Management

- Single-handedly coordinated 115 individual artists, 10 curators, and a technical production team to co-produce 8 original digital art exhibitions, presented virtually and physically at ETH Barcelona for 2,200 attendees.
- Led a company-wide effort during Q3+Q4 to recover over 35% drop in sales in Q1+Q2, fully recovering all revenue losses and a 3% sales increase during Q1 of the following year.
- Streamlined new client qualification process by 45%, increasing monthly consultation success rate by 20%.
- 25% operating efficiency increase of an SME's established CRM.
- Redesigned and audited a 5,000+ piece office filing system, increasing operating efficiency by 65%.
- Established and continuously developed relationships with all stakeholders for a 200+ political campaign volunteer programme.

EXPERIENCE

Business

April 2022 - Present

NFT Advisor (REMOTE - AS NEEDED)

Visual Artists Association | London, UK

- Provide educational content and guidance for VAA members on how to expand their artistic careers using digital technology.
- Judge VAA art competitions, primarily where technology and creativity intersect.

October 2022 - April 2023

Lead Art + Tech Business Developer (HYBRID- CONTRACT)

Research Casting International | Ontario, Canada

- Designed a unique business model to transform RCI's established revenue model of 3D scanning and printing physical paleontology specimens into scientifically accurate copies for museum exhibitions and adapting it to the XR industry using blockchain and NFT encryption technology for user tracking and purchase auditing.
- Researched, designed, developed, pitched and secured an original funding and resource package valued at slightly less than \$1 million, populated with dynamic national and international partnerships, an accelerator program, and federally funded financial reserves.
- Working with the Head of the 3D Lab, we developed an R+D initiative to build legal and technical cybersecurity structures to protect and track the 3D files held within RCI's internal databases. The initiative's purpose enables RCI's clients and partners (predominantly globally recognized museums, universities, and other scientific archival research organizations) who own the original physical paleontology specimens to leverage these 3D files to produce immersive XR exhibitions and/or digital products as a source of revenue.

February 2022 - August 2022

Creative Coordinator (REMOTE - FULL-TIME)

DoinGud | Lisbon, Portugal

- Exhibition coordinator of all production, sales, marketing, and technical details before each digital exhibition launch and NFT collection drop.
- Liaisoned with creators, collectors, community members and company partners to maintain cohesion between the various stakeholders, nurture healthy relationships and connect DoinGud with new communities and Creators.
 - o Notable names include Exquisite Workers, Spraying Bricks, Gray Area and Design Science Studio, Wide Awakes and ISLND, Women of Crypto Art, Shinji Murakami, and Jeremy McKane.
- Strategised, ideated, coordinated, and scouted external community partners to develop Creator-focused campaigns, curation, & community projects within the Creative Department.
- Coordinated operational activities between internal departments: creator relations, communications, and community.
- Expertly contributed and helped nurture company and brand diversity (culturally, geographically, and aesthetically).
- Maintained and updated internal databases for ease of reference and navigation for internal/external departments for creator/community-relevant data.
- Collected, summarised, and implemented digital art market analytics and data to help guide and develop creator-focused campaigns.

April 2021 - September 2021

Operations Manager (REMOTE - SELF-EMPLOYED)

AnalogDream e.V. | Berlin, Germany

- Oversaw business development to create budgets, monitor accounting and banking processes and prepare financial performance reports.
- Recruited, interviewed, and onboarded a new 15-person team.
- Assigned responsibilities to ensure team members grow in their experience and capabilities.
- Completed team check-ins and performance reviews.
- Made risk analyses and balanced time-cost ratios to focus on the most appropriate organizational activities for the highest chance of success.
- Collaborated on marketing initiatives and strategies to direct growth.
- Reviewed, implemented and managed organization's legal policies and structures.
- Created and executed initiatives to prevent/address company losses.

- Ensured the implementation of occupational health and safety standards.
- Identified and recruited business advisors and consultants to improve organizational structures, procedures, and projections.

January 2021 - April 2021

Project Manager (REMOTE - SELF-EMPLOYED)

AnalogDream e.V. | Berlin, Germany

- Created, orchestrated, and led project planning sessions.
- Coordinated staff, information, and internal resources.
- Monitored project progress and adapted work as required to ensure projects met deadlines.
- Lead point-of-contact for relationships with clients and stakeholders.
- Oversaw all incoming and outgoing project documentation.
- Participated in the tender process, i.e. design, submission and review.
- Designed and managed risk mitigation plans.
- Optimised and improved processes and the overall approach where necessary.

May 2019 – April 2020

Operations and Client Relations Manager (HYBRID - FULL-TIME)

Ease Up – The Organizing Experts | Toronto, Canada

- Front-end qualified and onboarded all new and potential clients before entering them into the sales pipeline.
- Scheduled and staffed all client consultations and service days. Created, distributed and collected all client service estimates, invoices and payments.
- Led a company-wide effort during Q3+Q4 to recover over 35% drop in sales in Q1+Q2, fully recovering all revenue losses and a 3% sales increase during Q1 of the following year.
- Streamlined new client qualification process by 45%, increasing monthly consultation success rate by 20%.
- Updated the company website increasing the user experience by 20%, improved internal sales workflow efficiency by 15%, and increased sales by 25%.
- Assisted with the hiring, onboarding, and training of new professional organizers.

July 2018 – September 2019

Webmaster and Office Administrator (ONSITE - CONTRACT)

Panda Mandarin Language Programs | Toronto, Canada

- Overhauled the company's operating system, database, and inventory tracking systems, increasing administrative and lesson planning efficiency by up to 65%.
- Performed HR and office manager duties for all teachers, students, administration and parents.
- Serviced client requests for information, products and services, and payments via phone calls, email, and in-person communication.
- Created an original NPS strategy campaign by leveraging and transforming clients' qualitative survey data into hard data to improve marketing and product development.

2018 Provincial & Municipal Elections

September 2018 – October 2018

Lead Volunteer & Office Coordinator (ONSITE - CONTRACT)

John Filion Re-Election Campaign 2018 | Toronto, Canada

- Continuously recruited and trained new volunteers while simultaneously maintaining close and favourable relations with all 200+ volunteers and their immediate relationships.
- Coordinated schedules, tasks and rideshares for all 200+ campaign volunteers.
- Maintained the candidate's canvass diary and strategized and created end-to-end canvassing routes for the candidate and his volunteers.
- Handled all incoming and outgoing correspondence, including paper, digital and in-person requests.
- Recorded, maintained, updated, and archived all digital and physical campaign data records.
- Assisted in the management of the campaign database through the political CRM platform NationBuilder.
- Coordinated proactive and reactive luncheons, meal plans, transport, and accommodation for all staff and volunteers.
- Upheld a clean and organized office for staff and volunteers, ordered office materials and scheduled office equipment repairs when needed.

April 2018 - September 2018

Deputy Campaign Manager (ONSITE - CONTRACT)

Dan Fox Municipal Campaign 2018 | Toronto, Canada

- Coordinated events, public/media relations, marketing and PR, fundraisers, and canvass routes.
- Recruited new and previous volunteers.
- Liaised with fundraisers, donors, supporters, community leaders, and local stakeholders to ensure our candidate presented a positive presence as a potential future city councillor.
- Managed and prioritized the candidate's personal and campaign diaries.
- Provided professional support to the candidate to keep positive morale, troubleshoot fallbacks, and celebrate wins.

April 2018 - June 2018

Voter Outreach Worker & Assistant Election Day Manager (ONSITE - CONTRACT)

Chris Glover MPP Provincial Election 2018 | Toronto, Canada

- Delivered campaign literature and electoral information to all voters
- Pulled vote leading up to the election.
- Identified certain, potential, and disengaged voters to target campaign efforts
- Supported E-Day manager in primary directives, such as building outreach strategies using collected data to create targeted canvassing routes.
- Coordinated the candidate, assistant, volunteers, and direct voter contact.

April 2012 – May 2013

Co-Founder (ONSITE - PROJECT SPECIFIC)

The Sackville Goodbike Project | Sackville, New Brunswick, Canada

- Orchestrated all activities to install 6 recycled bicycles turned into public art pieces throughout the municipality of Sackville, New Brunswick, as a means of promoting bicycle transportation, local businesses, and green spaces to improve the humanitarian experience of the local urban landscape.
- Primary responsibilities included research, concept development, project management, budgeting, fundraising, securing permits, municipal negotiations, digital and print marketing materials, community outreach & development, and stakeholder relations.

Art + Culture

June 2022 - July 2022

Exhibition Coordinator (REMOTE - CONTRACT)

ETHBarcelona | Barcelona, Spain

- Simultaneously coordinated and executed eight unique digital art exhibitions, produced and presented IRL @ETHBarcelona for an audience of 2000 people.
- Communicated directly with all lead curators from the seven collaborating communities ([Museum of Crypto Art](#), [Visual Atelier 8](#), [ONBD Art](#), [Existential Hope](#), [Cripto es Cultura](#), [Mintamintae](#), and [MHOUSE](#)) to ensure complete and timely onboarding of all 110 individual artists to the conference production company and the NFT marketplace platform.
- Sourced, collected, and managed all exhibition details: all artists' and curators' public names, social handles, artist and curatorial statements, which social impact organizations would receive funds from each art sale, and both exhibition and artwork QR codes to be used by the marketing and design team.
- Facilitated production coordination between the conference production company, [Giant Cookie](#), and the exhibition design and activation team to create all physical and digital exhibition materials (labels, digital marketing and media).
- Created all exhibition educational content for the conference volunteers to activate the exhibitions for the conference attendees.

June 2021 - Present

Digital Fine & Commercial Art Consultant (SELF-EMPLOYED)

Decoding Art | London, United Kingdom

- Visual literacy and NFT education developer.
- NFT artist recruiter and manager.
- Fine art business strategy designer.
- NFT Fine Art content creator.

September 2021 - March 2022

Curatorial Assistant (HYBRID - PART-TIME)

Eritage Art Projects | Lisbon, Portugal

- Primary events coordinator. Responsible for:
 - o Concept development and proposal delivery
 - o Designed all digital and print marketing materials
 - o Created and managed budgets
 - o Sourced production materials
 - o Coordinated the needs of vendors, entertainers and deliveries
 - o Recruited and trained staff
 - o Communicated with clients and guests before, during, and after each event
 - o Directed and executed event set-up and removal
 - o Anticipated and planned risk assessments
 - o Created sales opportunities for future events.
- Online shop facilitator.
- Product sales officer.
- Original digital English content copywriter & editor.

January 2020 – March 2020

Welcomer (ONSITE - VOLUNTEER)

The Design Museum | London, UK

- Proactively greeted museum visitors upon arrival, answered all questions and provided relevant museum, exhibit, ticket, and local tourism information.
- Advocated for upcoming exhibitions, event tickets, and benefits of becoming a Design Museum member.
- Engaged visitors at the museum's activity table while maintaining the area's good presentation.

December 2019 – March 2020

Visitor Survey Administrator (ONSITE - VOLUNTEER)

Somerset House | London, UK

- Conducted face-to-face visitor feedback surveys in various galleries and during selected events at Somerset House.
- Acted as a point of contact for visitors to Somerset House for information about the gallery, building, facilities, tourist information, current exhibitions and events, and promoted upcoming attractions at Somerset House.

September 2017 – July 2018

Lead Curator and Project Manager (HYBRID - CONTRACT)

"Made-Up Toronto" - Yonge Space Gallery / Downtown Yonge BIA | Toronto, Canada

- Oversaw and orchestrated all activities to successfully present a pop-up exhibit valued at \$100,000, exploring makeup as a form of cultural and artistic expression, and constructs of personal identity.
- Primary responsibilities included research, concept development, project management, budgeting, fundraising, digital and print marketing campaigns, artists promotion, community outreach & development, and stakeholder relations.

April 2017 – August 2017

Assistant Curator (HYBRID - INTERNSHIP)

Heritage Professionals | Toronto, Canada

- Researched primary source information, fact-checked and cross-referenced data, and wrote exhibit labels.
- Provided exhibit consultation concerning current trends in contemporary exhibit design and interpretation of museum practices.

September 2016 – August 2017

Docent (ONSITE - VOLUNTEER)

Bata Shoe Museum | Toronto, Canada

- Led gallery tours through the museum's various exhibitions, providing exhibit and museum interpretation.
- Presented educational programming to guests six and over.
- Maintained consistent reports regarding tours' success for the programming coordinator.

June 2015 – January 2016

Production & Stage Manager (ONSITE - CONTRACT)

"Pandora's Box" - House of Tease X StarLight Productions | Seoul, South Korea

- Coordinated schedules and materials for the producer, director, writer, costume and set designers, theatre technicians, and all performers to ensure all deadlines were met, and materials were delivered on time, and within budget.
- Contributed to PR outline to develop an original print and digital marketing campaign.

September 2013 – January 2014

Collections Manager (ONSITE - CONTRACT)

Trinity College School - LeVan Theatre | Port Hope, Ontario, Canada

- Identified, cleaned, repaired, labelled, and archived 5,000+ props, costumes, and set pieces.
- Designed and built an original digital archival database.
- Created a loan system and conditional reports for internal and external school use.

May 2012 – April 2013

Archaeological Research Assistant (HYBRID - STUDENT POSITION)

Mount Allison University | Sackville, New Brunswick, Canada

- Identified historic structures in New Brunswick using previous records and updated the province of New Brunswick's archaeological database with structural information such as age, location, history, and current condition.
- Wrote proposals to relevant provincial town councils and heritage boards requesting updates on identified structures.
- Conducted archaeological survey fieldwork at a formal dig site. Wrote and submitted dig reports.
- Cleaned, repaired, and reconstructed damaged archaeological artifacts upon lab delivery.
- Labelled and packaged each artifact for later study.

January 2012 – April 2013

Audio Visual Technician (ONSITE - STUDENT POSITION)

Mount Allison University - IT Department | Sackville, New Brunswick, Canada

- Repaired computer, network, disk drive, hardware, and connection issues for staff and students.
- Set up, ran, and monitored theatrical light switchboards for planned events and performances.
- Programmed and operated soundboards during school events.
- Responded to immediate technical difficulties during class hours. Troubleshoot hardware, programming, and student account issues via phone, email, and in-person walk-ins.

January 2011 – May 2013

Theatre Lighting Designer & Technician (ONSITE - STUDENT POSITION)

Mount Allison University - Windsor Theatre | Sackville, New Brunswick, Canada

- Created original lighting designs for eight individual student-directed theatrical performances.
- Hung and focused lights following original lighting designs created by myself and fellow students.
- Programmed lights and corresponding queues into theatrical lighting boards.
- Ran theatrical lighting boards during rehearsals and final performances.

May 2011 – September 2011

Gallery Experience Officer (ONSITE - SEASONAL)

Royal Tyrrell Museum of Palaeontology | Drumheller, Alberta, Canada

- Ensured the safety of all museum guests and artifacts inside and outside the museum.
- Provided exhibition interpretation, guest wayfinding, educational programming, and local tourist information.

June 2011 – August 2011

Palaeontological Field & Lab Technician (ONSITE - SEASONAL)

Royal Tyrrell Museum of Palaeontology | Drumheller, Alberta, Canada

- Surveyed dig sites and excavated fossils as directed by the lead and assistant paleontologists.
- Identified exposed fossils and recorded relevant geological information.
- Removed and packaged fossils for transport and further study.
- Sorted and packaged identified fossils into the museum collection as directed by the lead lab technician and collections manager.

June 2010 – August 2010

Gallery Attendant (ONSITE - SEASONAL)

[Confederation Center for the Arts - Art Gallery](#) | Charlottetown, P.E.I., Canada

- Welcomed gallery visitors and provided gallery, exhibition and local tourism information.
- Recorded gallery visitor statistical information and acted as on-site security during open hours and gallery events.

Community

June 2021 – November 2022

Ambassador - Lisbon Hub (ONSITE - (VOLUNTEER)

[Sandbox](#) | Lisbon, Portugal

- Lead and coordinate community engagement through local events, distribute relevant information from external hubs and the global council, act as a third-party advisor during internal political disputes within the Lisbon Hub, onboard new members, and continue recruiting new community members.

September 2020 – June 2021

Ambassador - London Hub (REMOTE - VOLUNTEER)

[Sandbox](#) | London, United Kingdom

- Facilitated community engagement through new member recruitment, planned retreats and local events (online and offline), and distributed information for all current and new members within the London Hub.

February 2019 – September 2019

Web and Digital Content Developer (REMOTE - CONTRACT)

[Girl. Strong.](#) | Toronto, Canada

- Designed, built and copy-wrote original content for the company website, branding, SEO, and digital marketing.
- Tracked, reported, and leveraged digital analytics for marketing purposes.

September 2017 – August 2018

Digital Content Development Officer (HYBRID - STUDENT POSITION)

University of Toronto, Faculty of Information, [Museum Studies Student Exhibit Projects](#) | Toronto, Canada

- Collected, created, coordinated and distributed digital marketing content for 20+ exhibits.
- Created posts, updated audiences, responded to messages and recorded analytics for all exhibit coordinators.

September 2016 – April 2018

Columnist (HYBRID - STUDENT POSITION)

[Musings](#) | Toronto, Canada

- Researched, wrote, and edited original blog content for various subjects within a column framework, exploring and commenting on current social and historical topics or events from an anthropological and feminist perspective.
- Topics explored: fashion history, body adornment, holiday origins, Canadian contemporary artists, and graffiti.

March 2015 – March 2016

Elementary ESL School Teacher (ONSITE - CONTRACT)

[JLS Chesschool](#) | Seoul, South Korea

- Designed, created, executed, and graded thematic ESL lesson plans and homework tailored towards each student's learning needs and levels, ages 6 - 13.
- Provided additional language learning support to students when necessary.
- Maintained consistent communication with parents to support all students' language development.

February 2014 – March 2015

Kindergarten ESL Teacher (ONSITE - CONTRACT)

[Kid's College Guri](#) | Guri-si, South Korea

- Provided students ages 3-4 with early childhood education, classroom behaviour, and the basics of first-grade level reading, writing, and speaking in English.
- Lesson-planned ESL educational benchmarks into fun, creative, engaging, and interactive lessons.
- Built upon Kid's College's patented classroom management strategies using researched knowledge and techniques of early childhood behavioural patterns to improve classroom flow, ease of learning, and student engagement.

EDUCATION

Academic

2016 – 2018

Master of Museum Studies

University of Toronto | **GPA 3.75 (First Class)** | Canada

2013

Dean's List

Mount Allison University | **First Class** | Canada

2009 – 2013

Bachelors of Anthropology

Mount Allison University | **GPA 3.89 (First Class)** | Canada

2012

Archaeological Field Certification

Mount Allison University | **GPA 85%** | Belize

2005 – 2009

Secondary School

Trinity College School | **GPA 85% (First Class)** | Canada

2007 - 2008

Advanced Placement (AP) Art History 1 + 2

Trinity College School | **GPA 89%** | Canada

Professional Courses + Certifications

June 2021

Practical Project Management for Managers

Udemy | Online

July 2020

Effective Fundraising and Leadership in Arts and Culture

University of Leeds | United Kingdom

July 2019

Emergency First Aid Certification

Canadian Red Cross | Canada

2016

Open Water Scuba Diving Certification

Professional Association of Diving Instructors (PADI) | Malaysia

2014

TEFL/TESOL Certification

International TEFL and TESOL Training | Online

2013

Organization and Management of Museums

Ontario Museum Association | Canada

REFERENCES

Upon request.