

JANNA GLENN

A talented and motivated professional looking to further the goals of an exciting company by leveraging my skills and experience.

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PROFESSIONAL SKILLS

Graphic Design
Branding/Corporate Identity
Web Design
Photography
Proposal/Grant Writing
Corporate Writing
Marketing Copywriting
Editing
Planning and Strategy
Digital Advertising
Content Creation
Digital Media Strategy
Creative Problem-Solving
Print Preparation
Event Planning & Execution
Media Relations
Relationship Management
Sponsorship Development

TECHNICAL SKILLS

HTML
Wordpress, Joomla, Wix, and other web platforms
Raiser's Edge
Adobe Creative Suite (Illustrator, In Design, Dreamweaver, Photoshop, Lightroom, etc.)
Microsoft Office Suite (Word, Excel, PowerPoint, etc.)
Google Suite (Docs, Sheets, Slides
Google Workspace admin, etc.)
Constant Contact Certified Email Marketer
Apple or PC products

SUMMARY OF QUALIFICATIONS

- Over 25 years marketing, communications, photography, web, design and production experience.
- Strong project management skills.
- Proven talent for the design and maintenance of creative and informative websites.
- Demonstrated ability for writing and edit proposals, communications plans, media releases, editorials, advertisements, marketing collateral and web content.
- Proficient in many software platforms and programming languages including, but not limited to: Word, Excel, PowerPoint, Illustrator, Photoshop, Quark, InDesign, Lightroom, Dreamweaver, Cascading Style Sheets (CSS), HTML, and basic Javascript and PHP.
- Excels in all areas of marketing and communications including strategic planning, design, production, public relations, member relations, program evaluation, fundraising and web design.
- Able to perform in a fast-paced multi-project environment.
- Demonstrated resourcefulness and problem-solving skills.
- Dedicated and loyal employee with a strong work ethic.

EDUCATION

- Creative Advertising Diploma, Algonquin College
- Web Positioning, Search Engine Maximization, Coastal Carolina University (online distance education)
- HTML, Level I and II, ctc TrainCanada (Ottawa)
- Cascading Style Sheets Level I, ctc TrainCanada (Ottawa)
- English Grammar: Rules for Correctness, University of Ottawa Professional Training Service
- Superb Writing Simplified, University of Ottawa Professional Training Service
- Proofreading: Preparation for Publication, University of Ottawa Professional Training Service
- Wedding (Event) Photography Workshop, Algonquin College
- Portrait Photography Workshop, Algonquin College
- Advanced Photo Retouching Workshop, Algonquin College
- Various seminars and one-day courses focused on grammar, design, sales strategies, writing, photography, etc.

WORK EXPERIENCE

Partner, Chief Operating Officer, Lead Designer Karma Creative Solutions Inc.

| June 2012 – August 2023

Karma Creative Solutions was a full-service multimedia agency offering services to many of Ottawa's small and medium-sized businesses. Karma's clients came from a variety of industry verticals including medical, restaurants, consumer trade shows, live events, landscapers, charities, plumbers, vacation rental companies, sports organizations and many more. Karma was an exciting opportunity to provide much needed marketing services at an affordable rate to numerous businesses.

Karma provided an opportunity to put my business management skills into action. Part of a three-person management team, I was able to affect every aspect of this business. I worked closely with our bookkeeper and managed the set up and evolution of our internal financial and business practices. I was integral in the client sales cycle, client management, and participated in Karma's human resource management.

From a client perspective, my responsibilities varied on a regular basis. Karma's approach was to become the marketing department for a smaller company that could not afford to hire a full-time employee. This approach exposed us to a variety of industries and roles including social media reputation management, organic and paid posting, social strategy development, and contest execution; digital advertising strategy, content development and analytic reporting; branding and corporate identity creation and management; graphic design for digital and print projects; photography and video services; event planning, executions and reporting; mass communications (internal and external); media relations; product design, merchandising onsite and in an ecommerce platform; sourcing funding opportunities and writing compelling grant proposals; strategy development and implementation including budget management.

Chief Operating Officer & Board Secretary The Canadian Tulip Festival

| August 2019 – August 2023

The Canadian Tulip Festival was established to celebrate the historic Royal gift of tulips from the Dutch to Canadians immediately following the Second World War as a symbol of international friendship. The festival preserves the memorable role of the Canadian troops in the liberation of the Netherlands and Europe, as well as commemorates the birth of Dutch Princess Margriet in Ottawa during World War II—the only royal personage ever born in Canada.

As the Chief Operating Officer, I was part of the planning committee for the festival in May each year and played a pivotal role in its execution over the 11-day period. My responsibilities included working with key stakeholders to gain financial and in-kind support; creating and maintaining the Festival's website; designing and preparing branded products for ecommerce and onsite sales; procuring preferred shipping rates and creating a process for mass shipping, creating and managing bulb fundraiser programs annually; set up and tear down of the live event as well as onsite operations; managing the acquisition, training and distribution of over 500 volunteers; collecting and tracking the festival's onsite financial management with multiple vendor locations; researching new tools and processes to improve the efficiency of the festival's technology and processes such as touch screen maps, payment systems, interactive garden maps, order processing, etc.

In addition, I was responsible for sourcing and designing new types of sustainable signage, all printed materials, digital advertising and social templates. I was also the official photographer for the festival.



**Senior Project Manager
Marketing Breakthroughs**

| June 2011 – June 2012

Marketing Breakthroughs was a full-service advertising agency providing services to small-to-medium-businesses. As a Senior Project Manager, I was brought in to oversee the day-to-day operations as well as source, secure and maintain client sales. My role was more project management, market research, and strategy development. This opportunity allowed me to improve, and implement my business management skills, as well as learn to better manage human resources.

**Manager, eMarketing
Ashbury College**

| November 2009 – June 2011

Founded in 1891, Ashbury College is internationally recognized as one of Canada's leading independent schools.

As the Manager, e-Marketing I had an opportunity to learn about the college and make some improvements to the school's online presence. I was instrumental in the integration of raiser's edge and the school's website, blending dynamic user-driven content, and design. Our implementation led us to be a lead advisor for other Blackbaud clients looking for product reviews. During my time at Ashbury, I worked closely with students and faculty to capture the moments that evoke the Ashbury brand for use in our marketing. I was the designer that brought the alumni magazine in house for design and negotiated more affordable printing and distribution rates. We also were the first to provide digital access to the magazine. I worked with internal stakeholders to develop departmental presence and streamline web content. In addition, I provided design services, participated in the development of a corporate appeal for the Green Roof Initiative, and researched a plan to manage the school's digital assets.

**Manager, Marketing & Communications
Ottawa Centre for Research and Innovation (OCRI)
Ottawa Life Sciences Council (OLSC) (merger)**

| March 2005 – October 2009

The Ottawa Centre for Research and Innovation (OCRI) is Ottawa's leading member-based, not-for-profit economic development corporation tasked with fostering the advancement of the region's globally competitive knowledge-based institutions and industry. In January 2007, The Ottawa Life Sciences Council (OLSC)—OCRI's sister organization responsible for promoting and strengthening Ottawa's life sciences sector—merged with OCRI.

As the Manager of Marketing and Communications, I have played a large part in both local and international marketing appeals on behalf of the City of Ottawa. I have had the opportunity to work with all levels of government and have developed close relationships with many local companies in the high tech, life sciences and cleantech industries. In addition, I have developed strong relationships with local media and suppliers. During my time I have also managed project-based budgets and worked to develop reports to justify government programs and funding.

Duties include: web design; media relations; writing and editing proposals, reports, marketing collateral and newsletters; tradeshow planning and exhibiting; graphic design; event, corporate and stock photography; strategic planning and evaluation; communication plan creation, implementation and evaluation; brand creation and implementation; coordination of national and local awards programs; advertising; print production; forecasting and managing budgets; and collaboration with national and regional organizations.



Marketing & Communications Specialist
Eagle Professional Resources Inc. (now S.I. Systems)

| September 1999 - March 2005

EAGLE is a Canadian staffing service company providing contract IT professionals to meet today's technology challenges. Eagle is one of Canada's largest and most successful technology staffing companies and a leader within the staffing industry.

As the Marketing and Communications Specialist, and the sole marketing employee for the majority of my employment, I had an opportunity to manage the national marketing campaign for an Ottawa-based staffing agency. Eagle provided me with an opportunity to grow my project management skills; broaden and enhance my design skills; develop a proficiency in programming languages and web development; and manage a half million-dollar advertising campaign.

Duties included: web design; media relations; writing and editing proposals, reports, marketing collateral and newsletters; tradeshow planning and exhibiting; graphic design; photography; managing, negotiating and evaluating a national advertising campaign; coordination of re-branding exercise; coordination of award program submissions; forecasting and managing budgets; and print preparation and production.

Other Related Work Experience

From April 1993 to September of 1999, I worked in a variety of business services centres such as Mail Boxes etc., Quick Images Copy Centre, KP Copy and Staples Business Centre. During my time within these retail outlets, I advanced my career to management positions with responsibility for day-to-day operations, staffing decisions and store promotion.

Duties included: human resource management including hiring, training and scheduling; writing; editing; report layout; marketing collateral design and creation; graphic design; providing marketing and design advice; presentation layout and production; business stationary design and creation; logo design; document assembly; and print production.

Portfolio

A portfolio of my work can be found at jannaglenn.ca. In addition to the portfolio work displayed, the site itself is an example of the quality of my work.

References available upon request.

