

Grace Coulter

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Goal

Qualified for senior-level communication opportunities requiring proven ability to enhance operational efficiency and affect team productivity.

Professional Experience

Communications

- Completed comprehensive degree in Marketing and Journalism, including advanced course work in mass communications, newswriting, editing, advertising, and media.
- Excellent communications skills for effective customer communications, proposals, correspondence, flyers, newsletters, internal communications, and public speaking.
- Successfully, coordinated and implemented monthly training programs-assessed learning needs, created curriculum, presented instruction, and secured nationally recognized guest speakers.

Sales

- Made formal presentations to decision makers; sold new program ideas and secured approval for funding. Demonstrated ability to sell varied products as “floater” for retailer; generated daily sales equal to that of experienced sales associates.
- Selected by management as liaison and troubleshooter to resolve concerns with coworkers, external customers, and vendors
- Organized well-received special events in work and community volunteer capacities. Planned events for up to 200. Initiated fundraising projects to offset a \$50,000 reduction in provincial funding

Administration

- Held direct accountability for planning, staffing, facilities management, and coordination of communications team with 10 employees.
- Created successful programs (business-school partnerships, volunteerism, community outreach), from concept development through implementation at multiple sites.
- Served on cross-functional team that conducted strategic planning, developed budgets, determined advertising, and ensured compliance for university serving 1431 full-time students.

Education

Seneca College, **Diploma: Journalism**

Algoma University, **Degree: Bachelor of Business Administration - Marketing**

Experience

Natural Resources Canada, **Publisher**

Algoma University, **Marketing Coordinator**

The Heart and Stroke Foundation, **Communications Assistant**

Futureshop, **Customer Service Representative**

Community Service

United Way, **Annual Campaign Volunteer**