

SHALEETA HARRISON

COMMUNICATIONS
MANAGEMENT

CONTACT

1-250-741-6514

SHALEETAHARRISON@GMAIL.COM

SHALEETAHARRISON.COM

2014 BOWEN RD NANAIMO, BC

V9S-1H4



PROFESSIONAL PROFILE

- Handled all project management for a provincial organization
- Broad background spans magazine editing, social media management, and executive administration duties
- Other relevant tasks included strategic planning, content creation, digital marketing strategy, grant writing, and employee management
- Effective at guiding and leading a team
- Accustomed to responsibility and challenges
- Eager to learn new skills, and always open to new ideas
- Effective and creative problem solver with a love of research
- Background in professional written communication.
- Proficient with the Adobe Creative Suite, particularly with magazine layout and design



EXPERIENCE

EXECUTIVE DIRECTOR

THE FEDERATION OF BC WRITERS

NOVEMBER 2015 - 2018

- In charge of ensuring the organization was operating smoothly and efficiently as well as implementing tactful improvements
- Managing editor of the tri-annual magazine, WordWorks, which involved curating articles, hiring writers, working with an editorial team, meeting tight deadlines, and preparing budgets
- Oversaw the website, social media accounts, the newsletter, the blog, the forum, member management systems, and other programs
- Designed a strategic plan with the input of the board of directors
- Ensured the board of directors was effectively communicating together; this included planning, scheduling, and attending board meetings, as well as some dispute resolution
- Oversaw all grant writing; depending on volunteer commitments often wrote grants personally, and prepared budgets
- Worked closely with the board chair on a weekly basis
- Managed contract employees, and all business relationships
- Successfully planned and implemented the largest literary festival in the organization's history in Spring of 2017
- Implemented changes that allowed the organization to grow its budget and members by more than 50% in just one year

COMMUNICATIONS MANAGER

THE FEDERATION OF BC WRITERS

SEPTEMBER 2015-NOVEMBER 2015

- Created a comprehensive communications plan for the organization, and carried it out. This included designing and implementing a new website, revitalizing the social media accounts (from 13 to 1600 genuine followers in six months), updating the magazine and newsletter, and installing new software for membership management
- Achieved a swift promotion to the position of Executive Director

SHALEETA HARRISON

COMMUNICATIONS
MANAGEMENT

CONTACT

1-250-741-6514

SHALEETAHARRISON@GMAIL.COM

SHALEETAHARRISON.COM

2014 BOWEN RD NANAIMO, BC

V9S-1H4



EXPERIENCE, CONTINUED

MANAGING EDITOR

TEXT MAGAZINE

JANUARY 2014 - JANUARY 2016

- Managed a team of three volunteer editors, plus several contract workers to ensure publication of six successful issues.
- Researched and implemented a business plan, including media relations and advertising targets

FREELANCE COPYWRITER & WEB DESIGNER

SELF-EMPLOYED

JANUARY 2014 - CURRENT

- Provided content to newspapers, magazines, and blogs, usually with photographs and tight deadlines
- Created and designed websites, including sourcing relevant materials, writing content, and editing.
- Portfolio available by request

STUDENT INTERN, MARKETING AND BRANDING

WORDSTORM SOCIETY OF THE ARTS

MARCH 2014 - AUGUST 2014

- Re-branded the society, including rebuilding the website on a new platform, redesigning the outdated logo, and engaging the community on social media.

RESTAURANT SHIFT MANAGER

WENDY'S CANADA

FEBRUARY 2009 - JANUARY 2014

- Managed teams of up to 16 in a high-stress fast-paced environment, and ensured the financial goals were met



EDUCATION

BACHELOR OF ARTS, MAJOR IN CREATIVE WRITING,

MINOR IN ENGLISH, MINOR IN VISUAL ARTS

VANCOUVER ISLAND UNIVERSITY | 2009 - 2015

RECEIVED DEANS HONOR LIST 2009, 2010, 2012, AND 2013



SKILL OVERVIEW

- Project & Team Management
- Strategic Planning
- Multitasking
- Copywriting
- Problem Solving
- Professional Communications
- Flexibility
- Critical Thinking
- Editing
- Social Media
- Budgeting
- Style Guide preparation
- Adobe Creative Suite
- Microsoft Office Suite
- WordPress
- Research