

Marisa Sandlin

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Qualifications

- Experienced administrator with experience in dynamic work environments
- Communications/marketing skills including CMS (WordPress) site management, creating/implementing marketing plans on various social media platforms
- Excellent database and information management skills
- Skilled at collating and sharing information across platforms
- Well-rounded office skills: scheduling, professional writing, and bookkeeping
- Fluent in English (written and verbal), knows basic French
- Formal training in Excel, with demonstrated ability with Microsoft Office
- Wide range of other skills and experience

Recent Professional Experience

Writer/Photographer/Administrator, Adequate Websites July 2017 - Present

- Writing and photography for Kingston web development company
- Administrative coordination of contracts and execution for small businesses and individuals
- High level of autonomy and self-direction in the execution of my duties

Fundraising Drive Coordinator, CFRC 101.9 FM (contract) January 2017 - April 2017

- Overseeing communications and coordination for \$25,000+ funding drive initiative
- Development and execution of a full content marketing plan
- Coordination with staff, volunteers, and community groups
- Introduced new ideas and initiatives into the CFRC funding and communications structure

Creator/host, Harpy Hour June 2016 - Present

- Creation, planning, writing and hosting a podcast on women in the alcohol industry
- Over two dozen episodes produced and aired, with interviewees from across North America
- Supported by content-driven marketing on all major social media platforms
- Event planning and coordination, including media, for woman-focused beer events

Administrator, Caldwell Wealth & Estate Advisory, Kingston, ON March 2015 – October 2016

- Worked with a variety of stakeholders on schedules, agendas, and detailed follow-up.
- Maintained, updated and organized filing databases (physical and digital)
- Maintained confidentiality and data security within a sensitive environment.
- Received bonuses for performance beyond targeted goals and expectations.

Recent Professional Experience (cont'd)

Receptionist, Queen's Prison Law Clinic, Kingston, ON (contract) August 2014 – December 2014

- Provided administrative assistance for the director, staff lawyers, and students:
 - answering or referring inquiries via telephones
 - maintaining filing databases (both digital and physical)
 - submitting sensitive material through appropriate channels
- Maintained continuity by documenting and communicating actions, irregularities, needs.

Owner/Operator, The Cat & The Cupcake, Sherbrooke, QC August 2010 – May 2014

- Independently owned and operated all aspects of small-scale specialty baking service specializing in cupcakes, brownies, cookies and other goods including vegan and gluten free items
- Operation requirements included; opening and maintaining a chequing account, renting equipment and professional space, negotiating contracts with local markets and points of sale
- Financial and account management; maintained a receipt log, business Excel spreadsheet including income, expenses and kilometrage, and coordinating with an accountant
- Developed marketing strategy; created a branded name and identity, hired and supervised a logo designer, e-marketing via social media

Volunteer Experience

- CFRC 101.9FM: Show co-host, Saturdays, 8-10 AM: coordination, execution and promotion of a weekly radio show, including guest bookings, live interviews, topic and music research, and pre-recording. Public outreach, including booth setup and teardown, public presence at community events, and speaking to community members about the station and its work. Music library work, including cataloguing of vinyl library and evaluation of music coming into the station.
- Columnist, Kingstonist.com: author of a monthly column on the Southeastern Ontario brewing scene, with a focus on Kingston and the immediate area.

Education

Library Science and Information Technology, Mohawk College
Excel Certification, Lynda
English, University of New Orleans

2015 - present
April 2014
1995 – 1997

References available upon request.