



CANDACE DENISON

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EXECUTIVE SUMMARY

Over 15 years of experience in office management, communications, and administration with a proven track record of success in the areas of Not-for-Profit fundraising, event planning, marketing, public relations, and risk management. Service-oriented with a unique combination of intuitive and analytical abilities including strong creative, client management, and customer service skills.

AREAS OF EXPERTISE

- Fundraising
 - Public Relations
 - Event Planning
 - Office Management
 - Human Resources
 - Risk Management
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PROFESSIONAL EXPERIENCE

EXECUTIVE DIRECTOR

- Familiar with the necessary day-to-day operations of a Canadian not-for-profit organization.
- Ensured financial stability and growth by drafting and managing a surplus \$2 million budget.
- Worked with a Board of Directors to develop a strategic plan and ensured objectives were met.
- Fostered and maintained positive communications with members, volunteers, donors, and the media.
- Implemented control measures and reduced risks to members, volunteers, property, finances & image.
- Supervised association activities and ensured best practices are established and maintained.

FUNDRAISING

- Identified, researched, drafted, and submitted successful grant applications.
- Negotiated corporate sponsorships to provide additional funding, scholarships, awards, and products.
- Experience using CRM Databases to develop fundraising campaigns, create donor recognition programs, issue tax receipts, and generate informative reports.

PUBLIC RELATIONS:

- Represented the organization to external and internal stakeholders in government, business, education, community, media, and kindred Provincial, National, and International organizations.
- Extensive experience writing and distributing Press Releases and Media Advisories.
- Developed a National PR program and directed regional representatives to ensure consistent branding and message.
- Developed a Social Media content calendar and oversaw the growth of all Social Media channels.
- Created Annual Reports and circulated editions digitally and in print to all stakeholders.

LEGAL, INSURANCE, SALES & MARKETING:

- Analyzed and revised by-laws to ensure compliance with the Canadian Not-for-profit Corporations Act.
- Updated Volunteer Screening & Registration policies and procedures for an enhanced level of protection.
- Introduced a successful online catalogue that increased inventory sales and reduced overhead costs.

EVENT PLANNING:

- Planned, organized, hosted, and emceed multi-day events across Canada for 1,000+ Delegates and VIP guests.
- Submitted request for proposals, negotiated vendor contracts, developed budgets, materials, and schedules.

CONTINUED ...

HUMAN RESOURCES:

- Developed an interactive online member and volunteer training program.
- Implemented staff performance management processes and conducted annual performance reviews.
- Created and distributed a quarterly bilingual newsletter designed to inform and educate a National membership and 14,000 volunteers.

OFFICE MANAGEMENT:

- Microsoft Office 2013 Specialist Certified (MOS).
 - Microsoft Word, Excel, Outlook, OneDrive, PowerPoint and Publisher.
- Professional knowledge and experience working with Adobe Creative Suite products.
 - Adobe CS5 Dreamweaver, Acrobat, Photoshop, Illustrator, and InDesign.
- Extensive experience with Sage, Sumac, DonorPerfect, GiftWorks Anywhere, GrantStation, FormSite, Survey Monkey, Constant Contact, Mail Chimp, EventBrite, Google AdWords, and Hootsuite.
- Website design, update, and html maintaince experience using Dreamweaver and CMS.
- Successfully managed offices with demanding, dynamic, and fast-paced environments.
- Coordinated and conducted staff meetings, teleconferences, workshops and webinars.
- Developed the ability to professionally provide guidance and explanations in a client service environment.

EMPLOYMENT HISTORY

THE DUKE OF EDINBURGH'S AWARD – ALBERTA, NORTHWEST TERRITORIES & NUNAVUT DIVISION

Executive Director**2013 - Present**

- Responsible for moving the organization from debt to surplus by developing fundraising strategies and seeking out funding opportunities with individuals, foundations, and private corporations.
- Conducted strategic planning sessions, created a 5 year outline, and implemented a tracking matrix of specific and measurable goals and outcomes.
- Implemented best practices for Board oversight including the development of new bylaws, policies, and procedures.
- Planned and executed a series of unique and successful events, setting a new benchmark across Canada.
- Managed a vibrant team of staff and volunteers to ensure that the strategic direction was realized.

AIR CADET LEAGUE OF CANADA

National Executive Director**(Maternity Contract)****2012 - 2013**

- Researched, drafted, and submitted proposals resulting in successful grant applications.
- Oversaw compliance of audit procedures for a successful fiscal year resulting in a surplus budget.
- Negotiated and managed vehicle/aircraft insurance, directors insurance, and volunteer insurance policies.

AIR CADET LEAGUE OF CANADA

Communications Manager / Associate Director**2010 – 2012**

- Proven ability to work collaboratively with members, associates, volunteers, donors, and clients.
- Planned and hosted multi-day meetings and events across Canada.
- Coordinated meeting request proposals, contract negotiations, notice distribution, schedule creation, agenda and report booklet development, online registration implementation, and on-site management.
- Organized an annual 15 day International Exchange Program held in 19 countries.
- Developed excellent analytical, problem solving, and decision making skills.

CONTINUED ...

GLENN FLOYD / KELLER WILLIAMS OTTAWA REALTY

Office Coordinator

2006 – 2010

- Maintained accurate sales records, client, and agent databases.
- Created marketing and informative materials and coordinated their timely distribution through print and electronic services.
- Managed the home sale process including advertising for new clients, scheduling meetings, completing legal paperwork, marketing current listings, developing feature sheets, maintaining client services, coordinating sale documents, creating and implementing follow-up campaigns.
- Developed training sessions and remained involved as a founding member of the KWO Training Committee.

KIDSMOBILE

Owner / Founder / Administrator

1998 – 2006

- Responsible for complete set of books including general ledger, payroll, accounts payable & receivable, remittances, bank reconciliations, and deposits.
 - Promoted and secured several international transportation contracts.
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PERSONAL QUALIFICATIONS

MEMBERSHIPS

MPI - Meeting Professionals International
AFP - Association of Fundraising Professionals
IPRA - International Public Relations Association
CFRE – Certified Fundraising Executive (In Progress)

VOLUNTEER EXPERIENCE

99's ASSOCIATION OF WOMEN PILOTS - **Membership Chair**

- Board member of a Not-for-Profit organization providing knowledge in governance and liabilities.
- Designed and created an informative website, gallery, shared calendar, and member message forum.
- Assisted in coordinating promotional, educational, and social events.
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HABITAT FOR HUMANITY – NATIONAL CAPITAL REGION - **Auction Coordinator**

- Created, maintained, and managed donation databases and payment procedures.
- Assisted in organizing and coordinating major fundraising events.

References available upon request