

Joanna McBride

joanna.mcbride@gmail.com

604-302-7644

CAREER SUMMARY

Hospitality professional with numerous years of serving, bartending, events, conferencing & fundraising management and customer service excellence. Creative, detail-oriented and efficient with strong analytical, organizational and problem solving abilities. Excellent written and verbal communication skills.

EMPLOYMENT

Serving / Bartending Experience

River's Edge Restaurant ~ Sandpiper Golf Course, Harrison Mills, BC	2020 - present
Sasquatch Pub ~ Sasquatch Inn, Harrison Mills, BC	2014 - 2020
Powderkeg Pub ~ Lake Louise Ski Area, Lake Louise, AB (<i>Manager</i>)	2006 - 2013
Skoki Lodge ~ Lake Louise Ski Area, Lake Louise, AB	2009 - 2013
Baker Creek Bistro ~ Baker Creek Chalets, Lake Louise, AB	2008 - 2009
The Outpost Pub ~ Post Hotel, Lake Louise, AB (<i>Assistant Manager</i>)	2002 - 2008
Timberwolf / Lake Louise Dining Room ~ Lake Louise Inn, Lake Louise, AB	2000 - 2001
Explorers Lounge ~ Lake Louise Inn, Lake Louise, AB	2001 - 2002

Special Events Coordinator

February 2016 - present

Fraser River Heritage Park, Vancouver, BC

Contracted through the City of Mission

- Responsible for planning and implementing the community celebrations; Canada Day, Heritage Picnic, Sunset Markets in the Park, Rose Garden Tea, Roots n Blues Fall Fest.
- First point of contact and on-going liaison for community events in the park, such as Old Car Sunday, Food Truck Festival, Children's Festival, Folk Festival, etc.
- Develops proposals of additional programs and events for the park, which are community and culture focused.
- Ensures accurate records are kept and that they comply with Mission PRC practices, procedures and policies.
- Facilitates the development of a volunteer program to assist with the delivery of events.
- Establishes effective working relationships with non-profit agencies, service organizations, businesses and educational organizations for the purpose of establishing supporting partnerships.

Executive Director

January 2019 - March 2021

Downtown Business Association of Mission, BC

- The Executive Manager is responsible for executing the overall vision and mission of the Board of Directors as determined by annual strategic planning sessions and monthly board meetings.
- Administrative Management. Board meetings, financial management, creating reports, cheque runs.

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- Website development.
- DBA Bylaw development.
- DBA Director binder development.
- Marketing / Graphic Design - posters and print, social media and website management.
- Events Management for any downtown events - MissionFest, Spring Fling, Halloween...
- Aide the Board in maintaining their vision and creating a mission and goals that align with annual strategic objectives.
- Developed a list of priorities and establishing a work plan.
- Executing this work plan productively and with all stakeholders in mind.
- Assist in Board Management and ensuring continuity and succession are front of mind through annual board transitions.
- Co-create, review and manage the annual operating budget.
- Work with the President to manage board meetings including creating and distributing agendas, consent agendas, and meeting minutes.

Conference Coordinator and Office Manager October 2015 -February 2016 **Office of the Chief Judge, Provincial Courthouse, Vancouver, BC**

- Ensured that all educational conferences for Judges, Judicial Justices, Judicial Case Managers, Judicial Administrative Assistants were delivered within scope, schedule, budget and specified quality.
- Reviewed proposed, selected successful bidders and negotiated the terms and conditions of contracts to commit government to legally binding agreements.
- Lead conference planning sessions to determine project scope, define deliverables, identified and assigned responsibilities as appropriate and set timelines.
- Coordinated the logistics for each event including travel, accommodation, meals and audio visual.
- Developed and maintained a qualified list of partners and service providers such as event organizers, speakers, hospitality providers, translators and interpreters, transportation providers and hotels to assist with the planning and delivery of events.
- Worked with internal stakeholders, colleagues and contractors to complete project elements.
- Developed documentation (cost comparisons, budgets, schedules, reports), through the compilation of data.

Events, Promotions, Marketing & Communication Manager March 2013 - September 2014 **Mission Springs Brewing Company - Pub / Restaurant / Brewery** **Billy Miner Alehouse / Cafe** **The Stage Nightclub & Events Venue**

- Planned, organized, executed and managed all venue & brewery events.
- Promotions and marketing of all venues and events.
 - Print, press releases, social media, newsletters, website design and upkeep.
- Site inspections, event proposals, bookings, contracts, riders, sales and invoicing for all venue events.
- Responsible for all staff incentive programs and VIP membership programs.
- Coverage of all administrative duties.
 - Budget, management meetings, communication, customer service.

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- Liaised with clients, sponsorship, fundraisers, donations - all public relations.
- Coordinated any venue equipment hire / venue needs.
- Developed and maintained working relationships with current partners.
- Graphic design and production of all advertising and promotion.
 - Menus, Posters, coupons, tickets, table talkers.
- Maintained a calendar of events for effective long term planning & management.
- Responsible for setting up all social media accounts and maintaining daily activity.
- Acted in frontline communication by interacting with customers on various web platforms. Answered questions, offered solutions; created content for feeds and sparking discussion on various social networking sites.

Parks Canada

June 2002 - September 2013

Banff National Park

Lake Louise Campground / Lake Louise Visitor Information Centre

Yoho National Park

Supervisor of the Field Visitor Information Centre

- Register, process and collect fees.
- Issue front country & backcountry camping permits, park passes, fishing licenses.
- Provide visitor information / Rules & regulations of the park.
- Distribution of promotional materials.

VOLUNTEER EXPERIENCE

- Periodical Volunteer Writer for the Mission Record / Black Press.
- Mission Events Committee - Mission, BC
- Mission Chamber of Commerce - Downtown Business Association of Mission liaison.
- MissionFest - Downtown Business Association.
- BC Winter Games, Mission, BC - Promotions & Marketing
- Heart & Stroke Foundation of Alberta, NWT and Nunavut - Annual Ski For The Heart silent auction event.
- Member of the Lake Louise Recreational Centre Board - Committee Meetings & Event Coordination Organizational Assistance.
- Archelon - Sea Turtle Protection Society of Greece - Public Awareness Volunteer.

Volunteer Coordinator & Program Development

July 2016 - present

Volunteer Mission, Mission, BC

- Responsible for planning, developing and implementing a community volunteer collaboration. www.volunteermission.ca
- Facilitates the development of a volunteer program; Better Impact.
- Establishes effective working relationships with non-profit agencies, volunteers and sponsors.
- Representing various agencies wanting to work together to address social needs in the community.
- First point of contact for volunteers, partners and sponsors.
- Promotions and marketing.

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•Print, press releases, social media, newsletters, website design and upkeep.

EDUCATION & MEMBERSHIPS

- Events Management Certificate - *Mount Royal University, Alberta, Canada*
- Certified Wedding Consultant - *Wedding Planners Institute of Canada*
- Certified Destination Wedding Coordinator - *Wedding Planners Institute of Canada*
- Certified Eco-Conscious Wedding Coordinator - *Wedding Planners Institute of Canada*
- Member of AWPI - *Association of Wedding Planners International*

- SuperHost Certificate - *British Columbia, Canada*
- Serving It Right Certificate - *British Columbia, Canada*
- Food Safe Certificate - *British Columbia, Canada*
- Creative Writing Certificates - *University of British Columbia Continuing Studies*
- Floral Arrangement - *Magnolias, Mission, BC*
- Cake Decorating - *Lambert Academy of Sugar Craft, Calgary, AB*
- Wine and Spirit Education Trust Foundation - *WSET, Fine Vintage ltd. - Level 1 & 2*

Familiar with both Macintosh Apple and IBM.

Extensive experience with programs such as:

Publisher, Word, Office, Excel, PowerPoint, Wordpress, WIX, GoDaddy, Canva, Mailchimp, Jot Form, MapMe, Viddyoze and many others.

REFERENCES

Available upon request