

Arden Structor

20 Plain St.
Saint John, NB E2L 2L2
506.333.3333

arden_structor@hotmail.com
www.linkedin.com/in/ardenstructor

Objective

Looking for a fast paced, challenging environment where I can maximize my creative, communication, and interpersonal skills and experience while making a positive contribution to my employer.

Highlights of Qualifications

- Fluently bilingual new media communications professional with experience in web strategy, messaging, social media, public relations, and content development
- Comprehensive experience in all areas of graphic design, including conception, layout, print production, and web design
- Developed and delivered bilingual promotional and educational presentations for conferences, public speaking opportunities and trade shows
- Wrote bilingual creative copy for brochures, website, newsletters, Podcasts, videos, direct mail projects, and strategic public and internal business documents
- Experienced in all aspects of event planning including concept development, budgeting, outsourcing of contracts, coordinating vendors, and evaluating feedback from participants

Experience

Education Coordinator (Bilingual) July 2006–Present Employer One, Saint John, NB

Responsible for the strategic planning, development, marketing, implementation and evaluation of education and stakeholder information programs involving the general public, the industry and professional organizations as well as internal staff.

Achievements:

- Developed and implemented a three year education strategy for New Brunswick investors and capital markets
- Developed and implemented, with a team, new education programs for capital markets
- Measured increase in public awareness of the organization (13% in a 14 month period)
- Measured increase in provincial youth interest in personal finance (20% in a 12 month period)
- Successfully employed new online communications channels (YouTube, Podbean, Google Video and BrightCove)
- Developed the first series of Podcasts for capital markets and investors to be offered by a Canadian securities regulator
- Developed survey questions for national and provincial surveys (English and French)

- Analysed survey results to create measurable strategic goals, communications pieces and media interest

Business Analyst—Finance Dept. (Contract) September 2005—March 2006
Employer Two, Saint John, NB

- Designed programs to improve and automate business processes:
 - Budgeting Process—Financial model to automate process end to end
 - Expense Reporting Process—developed and provided employee training on new form and process

Multi-Media Customer Service Representative April 2000—March 2005
Employer Three, Saint John, NB

- Responsible for front-line inbound customer service, inquiries and 1st level dispute resolution for billing, products and services and opening and closing accounts
- Met set sales targets for residential products including landline telephone service and features, Internet (dial-up and DSL) service and features, and cellular hardware

Education

Bachelor of Business Administration (E-commerce Major) 2004
University of New Brunswick (Saint John, New Brunswick)

International Business Studies September 2002—May 2003
École Supérieur de Commerce et Management (Potiers, France)

Continuing Education

Google AdWords Advertising Professional Exam (online) in progress 2008

Introduction to Financial Markets (NBCC) 2008

Social Marketing (Tuck Executive Education) 2008

Investor Education Training (North American Securities Administrators Association) 2006—2008

Measuring ROI in Training and Performance Improvement Programs (LearnNB) 2007

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References

Reference One—Communications Officer
Employer One
506-849-8888

Reference Two—Capital Markets Specialist
Employer One
506-643-8888

Reference Three—Director of Operations
Former Supervisor
506-849-8888

Reference Four—Communications Coordinator
Former Supervisor
406-444-8888