

## CAREER OBJECTIVE

Keenly motivated by the broad business exposure I may acquire as your Executive Assistant, my career goal is to leverage my communications and operations capacity to support leadership and contribute to key organizational initiatives. I am highly driven to develop in this role and to excel as part of your team.

## PROFILE

Polished and professional, I have a proven track record in business operations and communications with 10+ years of experience providing excellent administrative and strategic support. Constantly learning and adapting to fluid workplace dynamics, my balanced mix of office and hospitality expertise builds upon my exceptional communication, interpersonal, organization, and critical thinking skills. Through my diverse experience as a content creator, I've acquired a rich awareness of communications strategy through the lens of leadership. A personable self-starter, I'm committed to excellence, clarity, growth, and bringing out the best in others.

## SKILLS AND TECHNICAL PROFICIENCIES

- **Excellent communication skills** both written and spoken – writing, presenting, digital and media literacy
- **French** - Advanced proficiency (reading, writing, speaking)
- **Strong computer proficiency** in both PC and Mac, Microsoft Office Suite, Google Workspace, Trello
- **Virtual communications** and social media (Instagram, YouTube, Vimeo, Facebook, Zoom, Skype)

## I. ADMINISTRATIVE AND OPERATIONS EXPERIENCE

**Your Best & Brightest – Founder/Owner, business & blog** ([www.yourbestandbrightest.com](http://www.yourbestandbrightest.com)) 2020 to date

Developed as a passion project during the pandemic to share skills and knowledge gained from a lifelong study and practice, this creative platform explores integrative well-being through the lens of energy and wellness. Mission: support people to feel and perform at their best with energy cultivation practices.

- **Administration & Operations** – Calendar management, bookkeeping, contact database, legal policies
- **Website Developer** – Digital and UX designer, information architecture, SEO, CMS, analytics
- **Creative Communications** – Brand/Marketing strategist; Blog writer; Content developer and coordinator
- **Energy Optimization/Mindfulness Coach & Reiki Practitioner/Teacher** – Develop educational material and lead workshops. Teach Reiki and yoga privately and in groups.

**Hospitality & Event Management – Le Sélect Bistro, Sassafras, True Restaurant** 2013-2020

Fortunate to have built a successful career in hospitality alongside some of Toronto's leaders in the field. Successfully managed events and large high-volume sections to ensure effective flow of seamless service.

- **Poised Workflow Optimizer** – Anticipate and balance dynamic needs of restaurant for streamlined service. Problem solve and multi-task with urgency to prioritize activity and coordinate resources on tight schedules. Leveraged teamwork playing a fluid role offering support or delegation as needed.
- **Compelling Host** – Built long-term client relationships tailoring service while exceeding expectations. Client and results focused. Communicate with finesse, diplomacy, composure. Excellent memory.
- **Event Leadership** - Involved in the facilitation of many functions of varying size, theme, and level of formality in both leadership and support roles. Hosted and led the set-up and execution of events from private corporate functions to weddings. Created specific, polished and memorable guest experiences.
- **Mentorship** - Trained and coached front of house staff.
- **Administration** – Reservations, Seating plans, Guest database management, Event reporting, Cash-outs

The Coalition is a non-profit dedicated to increasing awareness and ICT talent to meet the growing requirements of Canadian business and government. As part of the management team, I reported to the Executive Director.

**Executive Assistant to Executive Director and Managing Director**

- **Calendar & Task Management** - Prepared executives for meetings, including Board meetings (coordination, prepared agendas and documents, minute-taking, action items); Travel Arrangements.
- **Writing Assistance** - Proposals, grant applications, white papers, governing document amendments
- **Correspondence** – Email management; Corresponded with funders, Ministers, Board of Directors, members; Membership liaison and volunteer outreach, recruitment events, and activities

**Project Coordinator and Manager of Finance & Administration**

- **Managed a \$2M budget** - Main organizational budget with three project budgets; Prepared all financial reports for internal and external use; Displayed proven ability to allocate resources effectively
- **Managed Grant Contracts** - Ensured contractual compliance and managed grant budgets
- **Reporting** - Prepared financial and progress/final reports according to project for grant funders, Board members, and treasury on a monthly and annual basis; Variance forecast planning using QuickBooks
- **Bookkeeper** – Payroll, accounts, expenses, taxes; Passed six backlogged annual and project-related audits
- **Operations** - Streamlined procedures and systems; Optimized filing system; Contact database management (Salesforce); Staff orientation, contract, and office management

**Deborah Graham and Cameron Shouldice - Family Law Office Assistant 2010**

- **Minute Taker** - Recorded collaborative-practice mediation sessions and drafted progress notes
- **Case Assistance** - Assisted lawyers in closing case files: drafting reporting letters
- **Filing Architecture** - Optimized and maintained legal filing system

**II. ARTS & CULTURE EXPERIENCE**

**Communications by Design – Creator, blog ([www.virginialeigh.com/communicationsbydesign](http://www.virginialeigh.com/communicationsbydesign)) 2021-2022**

Passion project to increase communication, information, and digital literacy by educating audience on the purpose, mechanics, strategy and impact of communication. Created during pandemic and in development.

**Performing Arts Professional – 50+ productions 2008 - 2021**

Classically trained and award-winning actress working in film and on stage. Achievement highlights include performing the lead role in three multiple-award winning feature films and developing multi-media work.

- **Engaging Presenter** – Refined presentation technique. Prepare and perform high quality presentations in time-sensitive circumstances with dynamic style and spirit. Possess tools and talent to interpret a script and bring message to life in a clear and memorable way, rendering any content authentically engaging.
- **Polished Stage Presence** - Adeptly use body language and other non-verbal elements to set the tone and hold attention. Project vocal leadership speaking with conviction, so words resonate and inspire.
- **Multi-Media Storyteller** - Demonstrated creative leadership casting, directing and coaching artists for a variety of short films and dance pieces. Screenplay writer, filmmaker, choreographer, director, editor. (Photoshop, iMovie)

- WHYNOT? Theatre - Research, Development and Production Assistant** 2010-2011
- **Director's Assistant** – Remount of *SPENT!*, highly-acclaimed Dora-Award winning play. Worked closely with creative team to support rehearsal facilitation through ideation, feedback, drafting script changes
  - **Production & Public Relations Support** - Market research, event coordination, partnership liaison, workshop organization, audience feedback analysis
  - **Research Project Management** – Collaborated in design strategy and execution of research and development for upcoming productions, assisted in writing grant proposals for theatre creation

- Community and Media Outreach – occasional, various freelance & volunteer** 2005-2016
- **Event Facilitation** - Assisted with execution of events for performing arts productions and festivals including *Fringe Festival, Only Human Dance Collective, Om Festival, Open Canvas*, and feature films *Waiting for Summer, Leatha Accidents, Killer God*
  - **Promotional Marketing** - Authored press releases and designed promotional materials for print and digital media across several platforms and channels; Compiled newsletters for email campaigns using Mad Mimi and Mailchimp

- Rebel Magazine - Story/Concept Creator, Personal Assistant to Art Director** Milan, 2006
- **Concept Designer** - Story creation for fashion photo-shoot and film sets, assisted with graphic design
  - Clients include *Rocco P, Maurizio Pecoraro, and Hugo Boss*

## EDUCATION

**Honours B.A., Specialist in Semiotics and Communication Theory, University of Toronto, 2005**

Semiotics is the science of communication and sign systems, exploring how meaning is created and shared. In short, it investigates how we understand phenomena, organize them mentally, and devise means to transmit information to others. It is a key tool to code and structure, as well as decode and analyze, verbal and non-linguistic communication systems at every level.

**Performing Arts Training, 2005-2019** (details available upon request)

Classically trained stage actress with extensive on-camera playback training. Possess substantial knowledge and technique on the vocal, physical, temporal and emotional elements of presentation and delivery, along with a thorough understanding of theatre semiotics.