

Joanna Chan

Project Manager / Strategist

2487 Kaladar Ave, Suite 214
Ottawa, Ontario K1V 8B9

T: 613.656.1347
F: 613.731.2407
Email: joannachan@cepsm.ca
Blog: www.joannachan.ca
Twitter: www.twitter.com/joannamchan

Joanna Chan is an enthusiastic and creative individual with a love for marketing. Joanna started her university career at San Diego State University (SDSU) as a recipient of the Incoming International Student Scholarship; while at SDSU Joanna was inducted into the Golden Key International Honours Society and held various positions with the International Student Association including Public Relations Chair, Vice President, and President. After three years at SDSU she transferred to Carleton University where she completed her B.Com (honours) degree from the Sprott School of Business. At Carleton, Joanna was a Sprott School of Business Teaching Assistant for Marketing Communications as well as for the Professional and Executive Marketing in the Public and Not-for-Profit Sectors Certificate programs; she was also a member of the student organization, Advancing Canadian Entrepreneurship. In addition, Joanna is currently working towards her Certificate in International Development from the University of British Columbia, as well as her Master's of Science in Public Health Promotion with the University of London's London School of Hygiene and Tropical Medicine in the UK.

As a Strategist and Project Manager at the Centre of Excellence for Public Sector Marketing (CEPSM), Joanna has been the lead and co-lead on many projects. Some of her most recent projects have included conducting social media audits and creating digital engagement strategies for Agriculture and Agri-Food Canada, Canadian Radio-Television and Telecommunications Commission, ecoTechnology for Vehicles (Transport Canada), Ontario 211, Public Safety Canada, Canadian Museum of Nature, Public Safety Canada, and Human Resources and Skills Development Canada. Joanna has also co-authored a guide to branding in the public and not-for-profit sectors; has developed national marketing strategies for Public Health Agency of Canada, Canadian Air Transport Security Authority, Canadian Heritage, and Canadian Society for Exercise Physiology; and is part of the team that is working with the President's Office for Public Service Management in Tanzania, East Africa to train and develop a social marketing for behaviour change strategy on ethical behaviour in the public service of Tanzania.

Having spent extensive time in developing countries, Joanna has worked with various grassroots non-governmental organizations for which she organized events, fundraised, engaged others, organized small volunteer trips, and wrote grant proposals that resulted in over \$30,000 to community development projects in Uganda. This work has led Joanna to found the group called Restless Youth which is focused on engaging Canadian youth and moving them to action in response to the conditions in the countries of Sub-Saharan Africa.

Joanna is an active user of various social media channels and belongs to numerous online communities.

EDUCATION

Master's of Science- Public Health, Promotion <i>London School of Hygiene & Tropical Medicine, University of London International Programmes– London, UK</i>	Current
Certificate in International Development <i>University of British Columbia - Vancouver, British Columbia</i>	Current
Bachelor of Commerce (honours) <i>Carleton University - Ottawa, Ontario</i>	2006-2008
Summer French Bursary Program <i>Université du Québec à Trois-Rivières - Trois-Rivières, Québec</i>	2003

GENERAL SKILLS PROFILE

Management & Leadership Skills

- Proven ability to create ideas and put into action
- Impeccable ability to work on multiple projects under strict deadlines
- Experience managing organizations and volunteers
- Committed to building leadership skills in others

International & Intercultural Experience

- Proven success working with culturally diverse groups
- Travelled to over 20 countries throughout 4 continents
- Lived/worked in 4 countries throughout 3 continents
- Strong ability to adapt and thrive in different cultural situation

MARKETING SKILLS PROFILE

Digital engagement, Social Media Monitoring and Analysis, Social Marketing for behaviour change, Branding, Product/Service/Program Development, Market Research and Analysis, Strategic Marketing

CURRENT POSITION

Project Manager/Strategist

Centre of Excellence for Public Sector Marketing – Ottawa, ON

Duties

Consulting

- Prepare strategy reports, implement action plans, and conduct market research
- Lead and/or assist in the development, implementation, and evaluation of major government, non-profit, and association client projects and programs in the following areas:
 - Social Marketing and/or International Development
 - Digital Marketing
 - Social media/search auditing
 - Social media/digital engagement strategic planning
 - Social media policies and guidelines
 - Traditional Marketing/Other

Project Management

- Create content for, develop, and prepare detailed proposals outlining CEPSM strategic processes for potential clients
- Lead and/or assist in the preparation and delivery of client meetings and presentations
- Manage multiple projects and programs simultaneously ensuring that each project remains on time and on budget
- Manage working relationships with CEPSM associates and partners as needed
- Delegate, coordinate and supervise work as necessary to associates and partners
- Maintain open channels of communication with clients and manage customer relations
- Coordinate meetings, presentations, and workshops as needed

CEPSM Website & Digital Engagement Management

- Co-manage all CEPSM web portals and properties ensuring they are up-to-date, in compliance, in line with overall strategy, and accurate
- Oversee presence in social and professional networking including Twitter, LinkedIn, Facebook and other similar community sites, blogs and applications as required.
- Research existing and emerging social and professional networking sites, blogs and applications for new ways to reach and engage in conversation with the CEPSM target market.
- Use best practices to build a robust community following within various social media sites.
- Maintain blog (or platform of choice) tied to a specific niche, update at least once a month
- Upkeep the CEPSM website, especially the Newsfeed, Resources, and Featured Items sections which will require frequent updating.

Miscellaneous

- Create and distribute the Centre's monthly external electronic newsletter
- Respond to phone calls and emails as needed
- Conduct other special duties as requested by the management team (time-permitting)

Recent Consulting Projects

- Institute of Public Administration/President's Office-Public Service Management (Tanzania)-Social marketing for behaviour change training and strategy
- Agriculture and Agri-Food Canada-Social media audit, monitoring and training
- Human Resources and Skills Development Canada-Strategic social media engagement planning
- Canadian Radio-Television and Telecommunications Commission-Social media audit, digital engagement plan and organizational structure planning
- Canada Health Infoway-Strategic social media engagement planning
- Baycrest-Social media audit and strategy
- City of Hamilton Immigrant Portal-Social media audit
- Canadian International Development Agency-Social media and youth engagement presentation
- Competition Bureau-Social media audit and training
- Transport Canada eTV Program-Social media audit
- Ontario 211 Service Corporation-Web and social media strategy, policies and guidelines and audit
- Public Safety Canada-Social media strategy
- Human Resources and Skills Development Canada-Social media audit
- Rayjon Share Care (Haiti)-Pro-bono Web and Social Media Consulting
- Museum of Nature-Social media strategy and implementation
- Canada Revenue Agency-Social marketing strategy

- International Development Research Centre-Co-facilitated Social Media Workshop
- Elections Ontario-Comprehensive social media and web audit
- Canadian Society for Exercise Physiology –Comprehensive marketing and branding strategy/implementation
- Canadian Air Transport Security Authority- Comprehensive social marketing strategy
- The Ontario Ministry of Transportation- Green Vehicle Program research
- Service Canada- Marketing Training Program
- Public Health Agency of Canada-Comprehensive social marketing strategy for infant immunization
- Canadian Heritage-Consultative report on need, importance and role of marketing
- Office of the Auditor General- Audit of Canadian Commercial Corporation’s marketing activity

EMPLOYMENT HISTORY

- | | |
|--|---------|
| <p>Aquafitness Instructor</p> <p><i>Dovercourt Recreation Centre/City of Ottawa, Recreation and Community Services – Ottawa, Ontario</i></p> <ul style="list-style-type: none"> • provide knowledge and insight into healthy living and fitness • design and deliver water aerobics sessions with a focus on muscle balance, development, and endurance • Encourage, support, and motivate | Current |
| <p>Coach</p> <p><i>City of Ottawa, Recreation and Community Services – Ottawa, Ontario</i></p> <ul style="list-style-type: none"> • designed athletic programs for underprivileged elementary school aged kids in sports such as basketball, volleyball, and soccer | 2009 |
| <p>Brand Ambassador</p> <p><i>TrojanOne – Toronto, Ontario</i></p> <ul style="list-style-type: none"> • Represented high profile clients to target audiences • Assisted with delivery of communication and emulating brand promise • Created excitement and enthusiasm for promotional product/event • Assisted in collection of marketing research surveys • Assisted in delivery of large and small scale events | 2009 |
| <p>Customer Service Representative</p> <p><i>BMO Bank of Montreal – Ottawa, Ontario</i></p> <ul style="list-style-type: none"> • manage client profiles and information • provide superior customer service to enhance customer experience • manage and balance large amounts of cash and various financial transactions | 2008 |
| <p>Teaching Assistant</p> <p><i>Carleton University – Ottawa, Ontario</i></p> <ul style="list-style-type: none"> • act as support system for professors and instructors of fourth year and certificate courses including: Marketing Communications, Professional Certificate in Public and Non-Profit Sector Marketing, and Executive Certificate in Public and Non-Profit Sector Marketing • assess and provide feedback/ideas on student exams, assignments and term projects • meet with, and provide assistance and guidance to students | 2008 |

Resident Advisor

2004-2005

San Diego State University-San Diego, California

- Received crisis management and peer counselling training
- A resource, confident and peer counsellor to over 400 university aged students
- Organized social and education activities for groups ranging from 10-400
- Enforced university policy

ACTIVITIES**Founder**

Current

Restless Youth - Ottawa, Ontario

- Created organization that is a network and information portal for youth who are dissatisfied with the growing gap between the global north and south, as well as the conditions that the global south exists in with a focus on Sub-Saharan Africa
- Organize events for youth to be active and make a difference in Sub-Saharan Africa
- Coordinate other functions and activities such as online content creation, article review and writing, conducting interviews, partnership building, etc
- Organize and facilitate small volunteer trips
- Wrote successful grant proposals for grants valuing up to USD\$30,000
- Mandate is to “Engage, Act, and Inspire” with a focus on youth and Sub-Saharan Africa

International Volunteer

2008-Current

Kalamba Community Development Organization (KCDO) – Mpigi, Uganda

- Assisted directors at community outreaches
- Fundraised for community sustainability projects (pig projects)
- Continuously review and provide feedback on grant and project proposals
- Actively assisted in HIV testing and treatment
- Provide funding for education and training initiatives

International Volunteer/Canadian Ambassador and Director

2007-2009

MACRO Uganda – Mukono, Uganda/Ottawa, Ontario

- Created marketing/business plan with focus on financial self sustainability
- Execution of marketing plan and founding a MACRO Uganda Canadian network
- Director with responsibilities including, but not limited to: product sales, event planning, public relations, budget creation, financial tracking and management, and volunteer recruitment, coordination and management
- Presenter for village sensitization programs regarding sanitation, nutrition, malaria, sex education, and HIV/AIDS
- Networking with non-profit and student organizations for raising awareness and funds

International Volunteer

2005

Youth Challenge International – Altamira, Costa Rica

- Participated in cultural sensitivity training
- Helped community members by building coffee dryers, widening trails, planting grass for a botanical garden, and teaching English
- Managed and recorded group finances as trip accountant

Executive Member

2002-2004

International Student Association – San Diego State University, California, USA

- Public Relations Co-chair for the Spring 2004 semester
- President for the Fall 2003 semester
- Vice President for the Spring 2003 semester
- Organized, coordinated, and participated in social and cultural events involving over 450 students from around the world

CLUBS & SOCIETIES

Golden Key International Honours Society, Students in Free Enterprise (SIFE), Advancing Canadian Entrepreneurship (ACE), Carleton Alumni Association (CAA), International Student Association (ISA) at San Diego State University, National Residence Hall Honorary (NRHH)