

# ALEXANDRA PARLIAMENT

MarCom MAVEN, graphic designer, and freelance writer

## CONTACT

📞 647.505.5964

✉️ [aparliament@mavencommunications.ca](mailto:aparliament@mavencommunications.ca)

 [linkedin.com/in/alexandrawennberg](https://www.linkedin.com/in/alexandrawennberg)

## SKILLS

Web Design · B2C Marketing · Social Media Marketing · Proposal Writing · Executive Management · Presentation Design · Journalism · Content Management · Presentation Skills · Communication · Digital Marketing · Graphic Design · Public Speaking · Annual Reports · Advertising · Public Relations · Copywriting · Strategic Planning · Marketing Communications · Negotiation

## SOFTWARE

Adobe Creative Suite (Audition · Photoshop · InDesign · Acrobat Pro · Premiere Rush Premiere Pro) · Canva · Issuu · Vimeo Dropbox · Google Drive · Slack · Google Chat WhatsApp · Microsoft Office (Word Excel · Outlook · PowerPoint · Access) Monday.com · CRM's such as iMIS · HubSpot · Wix.com · WordPress · HeyOrca · Viber RiSE website platform

## PROFILE

I am a Marketing & Communications professional with over 25 years of experience in marketing, communications, business development and event management in both the corporate and non-profit sectors. I have a formal education in print journalism and have worked in the marketing and communications departments of a PR Agency, a major Marketing Agency, a national magazine, an annual 3-day festival, several non-profit organizations (provincial and national) and at one of the largest loyalty programs in Canada. I ran my own boutique marketing agency for 17 years, and I have been published in a variety of magazines and online publications and I was a contributing writer for Mechanical Business Magazine for four years.

## WORK EXPERIENCE

**April 2022 - present (Permanent Full-time / Remote)**

Canadian Institute of Quantity Surveyors (CIQS) - Toronto, ON

### Director, Marketing & Communications

- Design, build and maintain three websites under the CIQS umbrella
- [www.ciqs.org](http://www.ciqs.org) - main company site. New users increased by 61.5% in one year
- [www.ciqs.org/congress](http://www.ciqs.org/congress) - website dedicated to the annual Congress, featuring the program, speakers, sponsorships, registration details, youth bursary program, etc. - The Congress 2024 website was launched in early October 2023. Several sections are still under construction as program details are finalized, so there are no significant statistics available at this time.
- [www.ciqs.org/theHUB](http://www.ciqs.org/theHUB) - this website was created as part of the student and young quantity surveyor (YQS) program as a networking portal and source of information for the industry leaders of tomorrow. This site was also launched in late summer 2023, so there are no significant statistics available at this time.
- Responsible for the design of the Congress annual sponsorship prospectus and sponsorship sales. Brought in the highest number of sponsors in over a decade.
- Write and design all company marketing eblasts (on average 200 eblasts per year in English and French (worked with a translator) with a delivery rate of 95% and an open rate of 62%). Implemented a system for staff and committee chairs to use when requesting eblasts for proper campaign allocation and distribution scheduling.
- Develop marketing plans and branding guidelines
- Design, launch and manage marketing campaigns, such as:
- Congress promotions: Advertising (ad buys, design and placements); logo design, cross-marketing negotiations with industry partners; produce promotional videos, speaker highlights, host and produce podcast promoting speakers.
- National Volunteer Week LinkedIn campaign, celebrating one volunteer every day.
- Member Renewal Campaign which runs from annually from January to June.
- Volunteer recruitment campaigns for board of directors, chapter executives, ambassador program
- [Click here for campaign details and results](#)
- Increased LinkedIn followers by 27% in one year

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## WORK EXPERIENCE

**April 2022 - present** | MAVEN Marketing & Communications - Westport, ON

### **Founder/Freelance writer and graphic designer**

Work with corporate and non-profit clients, ghostwriting articles and designing marketing and branding material.

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**2005 - 2022** | MAVEN Marketing & Communications - Westport, ON

### **Founder/Chief Marketing Officer/Consultant**

MAVEN Marketing & Communications was founded as a boutique agency providing marketing, communications, events and association management services to businesses across Ontario interested in Creating Lasting Impressions on time and on budget. Clients included large and small businesses with a special focus on Construction, Real Estate, HVAC and Non-Profit Organizations. The following is sample list of association management clients (consultant contracts - long and short term)

**November 2018 - March 2022 (Remote)** | Canadian Institute of Quantity Surveyors (CIQS)

#### **PR/Marketing Consultant**

- **Provide expert consultation** on PR/Marketing Committee on **re-branding campaign** and design of new marketing and presentation material
- **Develop a marketing toolkit** including promotional materials, PowerPoint presentation, etc
- **Attend** industry and government affairs meetings, including **Day on the Hill lobbying events**
- Participate in **Strategic Planning** sessions
- **Develop** a comprehensive Congress **Communications Plan**
- **Workshop Instructor:** Media and presentation training for volunteers

**November 2016 - August 2017 (Remote)** | Landscape Ontario Horticultural Trade Association (LO) - Milton, ON

#### **Eastern Ontario Regional Manager**

- **Manage** the Eastern Ontario chapters and **regional staff**
- Oversee member and fundraising events such as GreenTrade Expo (largest green industry tradeshow in Eastern Ontario and Western Quebec) and Awards of Distinction Gala (raised \$68,000 combined); Golf Tournament (sold out sponsorship and hosted over 90 golfers, raising over \$11,000 net - the chapter's most successful tournament to date - reaching the \$30,000 donation goal for the CHEO Foundation); Living Landscapes exhibit at the Ottawa Home and Garden Show
- Responsible for **designing regional promotional material** and creating fundraising and membership recruitment **campaigns**
- **Media spokesperson for Eastern Ontario**

**October 2017 - March 2019 (Remote)** | Canadian Federation of Agriculture (CFA) - Ottawa, ON

#### **Sponsorship Coordinator**

- **Manage** the sponsorship and **corporate leadership program** portfolios
- Create funding strategies and sponsor prospectus to maximize revenue
- Responsible for corporate leadership **program negotiations and contracts**
- Develop funding program marketing material; **coordinate promotional campaigns** with CFA's communications department
- Plan and execute fundraising and sponsor appreciation events and strategic planning sessions
- **Participate in parliamentary events such as Lobby Day on the Hill**

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**April 2010 - July 2016 (Remote)** | Wennberg International LLC - Michigan, USA

## **President - Publishing Division**

- Manage the publishing division which **produced a cookbook** for sale to organizations seeking a new and innovative way to raise funds for their association or specific projects
- **Negotiate a partnership with Stefan Karlsson, world-renowned master chef**, for the use of his recipes
- **Responsible for operations, staffing and divisional finances**

**February 2009 - August 2016 (Remote)** | Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI)

## **Chapter Relations: Manage Ontario Region**

- **Responsible for** the administrative and governance strategy, event management, board member recruitment, speaker bookings, board meeting agenda and minutes, **marketing and advertising campaigns** and member relations for **12 chapters across Ontario**
- **Manage the Ontario Regional Council**
- **Create and launch a consumer awareness campaign** about the dangers of using Hydrocarbon DIY kits in air conditioning units, gaining **interviews with media** outlets in **Canada, USA and the UK**
- **Lobby government officials** to introduce a change in legislation to prohibit the sale of the Hydrocarbon DIY kits to consumers. **Result:** a meeting with the Ministry of Environment and Climate Change, Ministry of Labour, Ministry of Consumer Services and the Ministry of Colleges and Universities
- **Organize an information tour across Ontario** to give members the opportunity to meet the leadership team of the newly launched Ontario College of Trades to learn more about how OCoT works and its implications on the HVAC industry

**May 2011 - August 2016 (Remote)** | Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI)

## **Career Promotions and Skills Competition Management**

- **Develop partnerships** with industry influencers such as the **Canadian Apprenticeship Forum, BuildForce Canada** (formerly Canadian Sector Council), Skills Canada, the **Workforce Development Foundation** (USA) and educational institutions across Canada to promote the HVACR industry as a viable career opportunity in response to the projected future industry labour shortage
- **Design and implement a marketing campaign resulting in a 25% usage increase** of the HRAI Career Connections **website** in one year
- **Manage the HRAI "Heating Systems Technician" Skills Competition** as part of the **Ontario Technological Skills Competitions**.
- **Member of a US/Canadian career promotions committee** tasked to create a labour market report analyzing the current job market, forecasted labour shortfall and subsequent communications strategies for the North American HVACR market

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**The following are full-time, permanent positions**

**May 2005 - September 2006 (On-Site)** | Real Estate Institute of Canada (REIC)

## **Manager, Marketing & Communications**

- Manage at all levels (corporate, designations, training) to the industry and the public from a **National perspective** via the creation and launch of various PR, marketing and advertising campaigns
- **Design** all national marketing and communications material as part of the **national re-branding campaign**
- **Manage the marketing department** (operations, budget and staff); member of the Executive Team
- **Tradeshow management** - design corporate booths; research and book appropriate tradeshow; recruit and manage onsite booth staff; plan follow-up sales strategies
- **Develop new business marketing and strategic partnerships** with NPO's and businesses involved in the real estate industry to diversify the association's revenue stream

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**February 2003 - February 2005 (On-Site)** | Hellenic Heritage Foundation (HHF)

## **Executive Director**

- Responsible for all corporate communications campaigns; **lead media liaison and corporate spokesperson**
- Manage fundraising galas (annual budget: \$500,000), golf tournaments (annual budget: \$250,000) and various corporate events (responsible for supplier and vendor negotiations, budget, sales and marketing, registrations, onsite management and post-mortem reports)
- **Develop, launch and execute corporate marketing plans and fundraising campaigns** which **raised close to \$1 million net in two years** in support of community projects such as the endowment of the first Chair in Hellenic Studies at York University
- **Responsible for the operational budget, accounting and annual audits**
- Recruit and manage the Board of Directors; **write and present reports**

**August 2000 - February 2003 (On-Site)** | Swedish Canadian Chamber of Commerce (SCCC)

## **Executive Director**

- **Facilitate international trade relations between Sweden and Canada** through the successful **merger** of the Swedish-Canadian Chamber of Commerce (Canada) and the Canadian Swedish Business Association (Sweden), **resulting in a 45% increase in membership in one year**
- **Launch branch offices** in Halifax and Montreal; **manage the National Executive Team**
- Events planning, execution and post-mortem (golf tournaments, industry & trade conferences, business seminars, client appreciation events, product and branch launches)
- **Design corporate PR and marketing campaigns**; lead media liaison and corporate spokesperson
- Responsible for **operational and event budgets**, accounting and annual audits
- **Recruit and manage the Board of Directors**; write and present reports

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Online Resume, Portfolio and client testimonials available at

[aparliamentportfolio.my.canva.site/home](http://aparliamentportfolio.my.canva.site/home)