

KATELYN CHRISTENSEN

COMMUNICATIONS AND PROGRAM SPECIALIST

Edmonton, Alberta, Canada

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EXPERIENCE

INSURANCE BROKERS ASSOCIATION OF ALBERTA (IBAA)

April 2023 – Present

Professional Development and Event Coordinator

- Coordinate and facilitate continuing education webinars and courses
 - Work with the PD Manager to develop and implement PD goals and strategic plans
 - Research and contact sponsors, previous vendors, and SMEs to provide 50+ free webinars
 - Work with facilitators and the IBAA communications team to finalize event communications and web registration pages for courses and events
 - Manage course registrations, assist members and registrants, and communicate with students
- Plan and coordinate all internal and external events such as a yearly convention, golf tournaments, board meetings and retreats, sponsor events, staff events, and private education sessions
- Work with hotel management, speakers, sponsors, IBAA members, and other vendors to coordinate an annual convention with 800+ delegates at Fairmont Banff Springs Hotel

ALBERTA RECREATION AND PARKS ASSOCIATION (ARPA)

January 2021 – September 2022

Project and Event Coordinator (Temporary Contract)

- Provided administrative and program support as the Secretariat Coordinator for World Urban Parks, a global parks organization, including support with financials, membership, and conference planning
- Coordinated all communications for World Urban Parks and assisted with ARPA communications
 - Created communications plans and assets, including newsletters, news releases, website copy, and graphics
 - Managed social media platforms for World Urban Parks and ARPA
- Assisted in the planning and implementation of both online and in-person provincial and global conferences, which included leading committees, working with event sponsors, and program/content development and delivery
- Developed and implemented various recreation and parks programs and events
- Organized data and presented reports to ARPA employees, ARPA Board of Directors, and the public

STRATHCONA COUNTY – RECREATION, PARKS AND CULTURE

March 2017 – February 2022

Arena Operator II

- Maintained ice surfaces and monitored ice plant and facility
- Assisted both special event guests and regular users at the facility
- Trained new arena employees

CITY OF EDMONTON – ACTIVITIES, PARKS AND RECREATION

May 2018 – November 2019

Arena Attendant & Swimming Pool Service Person

- Maintained ice surfaces, monitored ice plant and facility, and assisted guests
- Maintained and cleaned the natural pools, plants and facility at Borden Natural Swimming Pool

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FREELANCE WORK

June 2015 – August 2017

Graphic Designer and Social Media Manager

- Worked with various clients in the areas of graphic design, social media, and digital marketing

CLEANING PROFESSIONALS

July 2015 – August 2016

Office Assistant

- Offered customer support and oversaw collection and input of all customer data
- Ordered, organized, and maintained all office and employee assets and supplies
- Assisted management with interviews, recruitment, and onboarding

INSPIRATIONS BOOKS AND RESOURCES

August 2012 – May 2015

Retail Sales Representative and Web Manager

- Managed the store's social media presence on Facebook and updated the store's website regularly with new products and monthly events
- Wrote monthly customer newsletters

EDUCATION

April 2021

UNIVERSITY OF ALBERTA

Bachelor of Arts in Recreation, Sport and Tourism
Minor in Tourism and Natural Environments

April 2015

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Diploma in Digital Media and IT
Visual Communications

SKILLS

- Writing
- Copy editing
- Graphic design
- Project coordinating
- Program planning
- Event management
- Mailchimp
- Canva
- Microsoft Office (Word, Excel)
- Google Workspace
- Adobe Creative Suite: InDesign, Illustrator, Photoshop
- Social media management
- Web marketing
- Web design (HTML and CSS)
- LMSs (SmarterU, Litmos)

INTERESTS

- Sustainable development
- Urban planning
- Recreation
- Graphic design
- Travelling
- Music
- Illustration
- Nature & green spaces
- Sports