

# Chris Tinker

Ottawa, Canada \* London, UK \* San Cristobal De Las Casas, MX

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Christine Tinker is a bilingual (English, French) freelance graphic & web designer and tourism marketing expert specializing in developing basic websites, e-commerce and social media solutions for small businesses, artists and not-for-profit organizations. Her diverse background includes ecotourism and adventure tourism management, hotel management, sustainable community development, web and print graphic design, inventory management, event planning and customer relations. Christine currently runs a freelance Web & Print Design company Internationally and has developed branding strategies, websites, e-commerce platforms, social media and print media solutions for over 30 individuals and businesses. Christine is a highly reliable, organized and creative fast learner with International experience spanning 20 years.

## Employment

### Web & Print Design, Tourism Consultant

#### 2010 - Present, Maeri Solutions

- Ecotourism and Adventure Tourism Consulting
- Sustainable Development Consulting
- Creation of brochures, posters, ads, flyers & online promo materials, e-commerce and blog sites for over 30 local and International artists, mall businesses and tourism/events related businesses.
- Responsible for all marketing, social media accounts, website, administrative and financial management.

### Administrator, Organizer, IT, Workshop Facilitator

#### 2010 - Present, Harvest Gathering (Volunteer), Kawartha Lakes

- Part of organizational and administrative team for annual bushcrafting/survivalist event.
- Website design, content and maintenance.
- Responsible for over 100 registered campers for Harvest Gathering weekend (annual event).
- Scheduling of workshops and events.
- Creation of brochures, posters, ads, flyers & promo materials, blog content.

### Applied Research and Innovations Project Facilitator

#### September 2018 - December 2018, Algonquin College with Factorsafe Solutions

- Project Facilitator for the Applied Research and Innovations Voucher E-Business program
- Professional client liaison in charge of scheduling and client communications
- Assisted in student evaluations of UX and website designs.

### Census Help Line/Occupational Coding Supervisor - Data Operations Centre

#### April 2016 - September 2016 (Contract), Statistics Canada, QC

(Enhanced Reliability Clearance CR4)

- Responsible for training, supervision and management of a team of ten frontline Census Help Line (CHL) agents.
- Perform daily evaluations and final evaluations of all team members.
- Manage Supervisor and Customer Service calls on the Census Help Line.
- Supervise and managed fourteen Occupational Coding agents.
- Trained team in data entry keying, assisted with all coding teams.
- Completed Socio-Economic coding training.

## **Researcher/Interviewer - Department of Epidemiology**

2009-18, University of Ottawa, ON (2- 3 week contract every year)

- Administer I Track research surveys face to face with Ottawa's marginalized communities to quantify and determine effectiveness of Needle Exchange and Safer Inhalation Harm Reduction programs.

## **Tourism marketing & Web Administration**

2008-09, Solimar International representing the Organization of American States (OAS)

- Redesigned hotel content collection surveys.
- Loaded text and image content to website with Joomla CMS, designed Google Adwords campaign.
- Researched and complied text and image content for 100 OAS approved small Caribbean hotels.

## **Sales and Marketing, Strategic Planning**

2008, Rosalie Bay Nature Resort, Dominica, West Indies

- Designed marketing materials including teaser website, initial marketing campaigns and postcards.
- Aided in eco-product research and development of Rosalie Bay as a sustainable property and community development initiative.
- Researched and compiled information for preliminary marketing plan and strategy.

## **Sales, Marketing, Administration and event planning**

2007-2008, Jungle Bay Resort and Spa, Dominica, West Indies

- Reservations agent responsible for email and phone inquiries, client communications, booking process, check-in and financial transactions.
- Supervised and assisted in the training two full-time staff members.
- Developed training program and manuals for front line staff and tour guides.
- Handled group sales, special events and travel trade bookings.
- Redesigned sales tracking system for better efficiency.
- Designed print media including resort brochure, menus, activities calendar and signage.

## **Events & Marketing Coordinator**

2005, The International Ecotourism Society (TIES), Washington D.C.

- Organized all aspects of the first-ever Ecotourism in the U.S. Conference in Bar Harbor, Maine, including volunteer management, registration logistics, workshop panelist selection, financial management, fundraising and sponsorship, venue coordination, logistics and conference related events.
- Supervised and coordinated of two part-time staff members and over 30 volunteers.
- Assisted in the design and coordination of the 2nd and 3rd annual Celebration of Ecotourism and Eco-Holiday Auction, Washington DC.
- Worked directly as administrative assistant to ecotourism expert Martha Honey.

## **Sales & Marketing, Nature Interpretation Programming**

2004, Northern Edge Algonquin

- Reservations agent for call in and online requests.
- Creator of interpretative programming.
- Front line guest services.
- Assistant tour guide for multi day wilderness canoe trips.

## Senior Travel Advisor and Marketing Manager

August 2000 - August 2002, Go Travel Direct, Ottawa, ON

- Top reservations agent for direct sell package tour and independent vacations.
- Involved in all office administration including call centre sales, ticketing, insurance sales, airline communications, customer service and complaints and design & advertising.
- Conceived and assisted in design, creation and implementation of reservations and database system.
- Completed hotel inspections in Dominican Republic, Cuba, Mexico and Florida.

## Education

**2009, Algonquin College, Ottawa ON ~ Web Design Certificate**

2003 -2004, Fleming College, Haliburton, ON

**Ecotourism and Adventure Tourism Management** (1 year intensive Post-Diploma)

Winner of peer nominated Ecotourism Award 1998 -2000, Algonquin College, Ottawa, ON

**2000, Algonquin College, Tourism and Travel** (2 year diploma)

1994-1998, Canterbury High School, Ottawa ON - Fine Arts Diploma in Dramatic Arts

## Skills and Certifications

**Design Tools & Computer literacy:** Adobe Creative Suite, Wordpress, familiar with most CMS Office Tools, Microsoft Office Suite, Chrome, Firefox, Skype, Quickbooks, Familiar with and have developed database programs and inventory management systems. Social and Web Based: Facebook, Instagram, Computer languages: HTML, CSS

**Project Management tools:** Basecamp, Slack

**French Proficiency:** Writing B, Reading C (Canadian Government Standards)

**Spanish:** Basic vocabulary and comprehension

**Travel Experience** - I have traveled or lived in the following countries: Canada, USA, United Kingdom, Germany, France, Ireland, Dominica, Mexico, Dominican Republic, Cuba, Thailand, Pakistan, St. Lucia, Martinique