

Christine Tinker

Ottawa, Canada * **San Cristobal de Las Casas, Chiapas, Mexico**

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Christine Tinker is a multilingual (English, French, basic Spanish) **freelance tourism consultant**, graphic & web designer and marketing expert 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 & 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, social media and print media solutions for over 35 individuals and businesses. She also runs **Tinker's Tours**, a small outfitting and camping tour operator in Chiapas, Mexico. Christine is a highly reliable, motivated, organized and creative fast learner with International experience spanning over 20 years.

Relevant Employment

Manager and Lead Tour Guide

2021 - Present, **Tinker's Tours, San Cristobal de Las Casas, Chiapas, Mexico**

- Lead tour guide and outfitter for wilderness camping and hiking experiences in the remote mountains of Chiapas
- In charge of all scheduling, marketing, design, trip planning, reservations, client relations and social media strategy.

Graphic Design & Technical Manager

Nov 2021 - Jan 2022, **RESEMACH, San Cristóbal de Las Casas, Chiapas, Mexico**

- Event coordination, design lead and technical support for Encuentro de Medicina Tradicional de Chiapas, Mexico

Applied Research & Innovations Project Facilitator (Contract)

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, client communications and conflict resolution between classes of 25 students and up to 15 clients.
- Assisted in student evaluations

Web and Print Design & Marketing

2010 - Present, **Maeri Solutions** (Formerly Babe with a Brain Solutions)

www.maerisolutions.com

- Creation of logos, brochures, posters, ads, flyers & online promo materials, e-commerce and blog sites for over 30 local and International artists and small businesses including Harvest Gathering, Regeneracion Comunitaria, Soil Not Oil Coalition, Solimar International, Charline Dequincey Violin, Organization of American States, RESAMACH, Yok Jinix, Pies a La Tierra, Nick the Fixx Tattoo.
- Responsible for all company marketing, social media accounts, website, administration and financial management.

Census Help Line/Occupational Coding Supervisor

Data Operations Centre

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

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

Web Administration - Sustainable Tourism Project

2008-09, **Solimar International representing Organization of American States**

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

Sales and Marketing

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 and Administration

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 3 full-time staff members.
- Handled group sales, weddings and special events and travel trade bookings.
- Redesigned sales tracking and reservation system for better efficiency.
- Designed print media, 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 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.

Senior Travel Advisor and Marketing Manager

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

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

Education & Certifications

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, Tourism and Travel (2 year diploma)

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

Design & Office Tools: Adobe Creative Suite, Wordpress, familiar with most CMS, Microsoft Office Suite, Google Apps for work, Zoom, Slack, Familiar with and developed database programs & inventory management systems.

Social and Web Based: Facebook, Instagram, Computer languages: HTML, CSS

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

Spanish: Basic vocabulary and reading & writing comprehension - Currently enrolled in Spanish language school