

WORK HISTORY

Executive Director

April 2017 to Dec 2017

Canadian Pony Club (CPC)

- Worked collaboratively with the governing board to secure funding for CPC, which included researching funding sources and writing funding grants.
- Authored communications, marketing and fundraising plans that reflected the goals, the objectives and the strategic direction of CPC.
- Evaluated the delivery of marketing and fundraising programs.
- Oversaw the planning, implementation, and execution of special projects, for example, working with Olympian Jessica Phoenix.

CEO and President

November 2014 to April 2017

Pony Express Girls (PEG) Flesherton, Ontario

- Monitored and evaluated overall performance of PEG's operations with an emphasis on customer service.
- Oversaw the development, approval and implementation of annual budgets.
- Developed and implemented strategic and marketing plans including a social media and standardized branding strategy.
- Monitored, analyzed, and reported on corporate website and social media analytics.

Senior Business Analyst / Project Manager

August 2015 to January 2016 (Contract)

County of Simcoe (CoS) Midhurst, Ontario

- Ensured timely communication of issues affecting operations, projects, financial and planning matters.
- Educated team on best practices, as well as possible application for the CoS. For example, while leading the implementation of a registration system for recreational activities, I actively solicited information from other municipalities, as well as the CoS municipal partners (lower tiers) about current applications and business practices.
- Negotiated contracts on behalf of CoS in accordance with Council's policies, procedures and directions. For example, I adhered to the CoS's strict procurement by-law and policies/procedures.
- Ensured that all project accounting and financial practices were in accordance with the requirements of Council, the Province and the Municipal auditor.
- Educated myself on the professional and technical disciplines of the CoS including finance, human resources, procurement, risk management, information technology, parks and recreation, emergency services, children's services, economic development, as well as solid waste management and long-term-care.

Senior Business Analyst / Project Manager

Dec 2013 to March 2015 (Contract)

Chapman's Ice Cream Markdale, Ontario

- Led major Enterprise Resource Program (ERP) upgrade from SYSPRO 6.1 to SYSPRO 7.
- Knowledge of the following ERP applications: Accounts Payable (AP), Accounts Receivable (AR), Admin, Cash Book, General Ledger (GL), Inventory, Purchasing, Sales Order, Sales Order Express, Work in Progress, Report Writer, SRS Documents, and Reporting Services.
- Project Manager to revolutionize the following systems: human resources, sales order and sales order entry, costing, job production, transportation routing, warehousing and logistics system.

Senior Business Analyst / Project Manager

September 2011 to June 2013

Ventura Bridge Oakville, Ontario

- Provided day-to-day management of the executive team including developing and maintaining a business plan for the mobile computing company. Developed and maintained implementation schedules with time-lines, tasks and assigned responsibilities for development and executive staff.
- Led all branding and social media activities.
- Developed corporate strategic plans, annual departmental goals and objectives and measured outcomes annually.

Business Analyst

August 2003 to February 2009

Maple Leaf Consumer Foods Mississauga, Ontario

- Defined, documented and implemented appropriate business and information system practices.
- Identified business needs, performed systems analysis, documented system requirements and provided input for the development, modification or enhancement of both the technical and the business systems.
- Developed and maintained implementation schedules with time-lines, tasks and budget. Assigned task responsibilities.
- Developed, recommended, documented and lead business system implementation plans and strategies, including risk management.
- Utilized technologies to determine and report on Key Performance Indicators (KPIs).

Business Analyst

August 2000 to January 2003

Manugistics, Inc. Denver, Colorado USA

- Assembled, assessed, analyzed, reviewed, finalized and prioritized business requirements, business process models, use cases and data flow into system requirement documentation through Joint Application Design (JAD) sessions.
- Led design and review sessions with representatives from the client and internal software development team throughout the entire software development life cycle (SDLC).
- Assessed the impact of changes to the project— in accordance with the standard change control process—and developed contingency plans for changes and risks. Plans implemented as required.
- Created and documented product plans, product roadmaps and product vision.
- Lead team to provide effective issues management, risk management, expectation management, change management and quality management plans throughout an initiative.
- Managed vendor relationships and other client related activities.

Senior Technical Communicator

January 1999 to August 2000

Manugistics Inc. Ottawa, Ontario

- Produced online documentation (including context-sensitive help) and hardcopy documentation using a “single-source” methodology. Some subjects included highly technical information intended for a less technical audience.
- Developed documentation gathering content from written specifications, prototypes and information from staff. Worked extensively with developers and consultants to determine the needs of the business audience.

TEACHING

Communications Teacher

September 2007 to December 2010

Georgian College, Owen Sound, Ontario and Sheridan College Oakville, Ontario and Brampton, Ontario

- Taught College Communications; the topics included grammar, punctuation, style guide adherence, writing process, as well as writing structure. Courses included Basic Communications, Essential Communications, College Communications and Business Communications, which included technical, business, as well as marketing writing.
- Researched material for lectures, as well as edited and evaluated students' work.

Business Communications Teacher

May 2000 to June 2000

Algonquin College of Applied Arts and Technology, Ottawa, Ontario

- Organized and structured lectures adhering to the class syllabus. Instruction included writing routine requests, memos, conveying good and bad news, persuasive requests (marketing), sales, instructions, reports and for employment.

POLITICAL ACHIEVEMENTS

Municipal Councillor August 2018 to Present | Grey Highlands, Ontario, Canada

Council Liaison with the Council and Legislative Services department, as well as the Environment Portfolio; Council representative on the Library Board, the Community Development Advisory Committee, the Joint Waste and Diversion Committee, as well as the former Climate Action Task Force Committee.

Economic Development, Job Creation and Trade Shadow Cabinet Critic | The Green Party of Ontario | August 2020 to Present

Candidate of Record | Green Party of Canada Bruce-Grey-Owen Sound Riding | October 21 2019

EDUCATION

Humber School for Writers (Post Diploma) Humber College Institute of Technology & Advanced Learning	August 2007 Toronto, Ontario
Certificate of Multimedia Algonquin College of Applied Arts and Technology	August 2007 Toronto, Ontario
Technical Writer Diploma (Post Diploma) Algonquin College of Applied Arts and Technology	May 1999 Ottawa, Ontario
Bachelor of Arts Carleton University (English / Women Studies)	June 1999 Ottawa, Ontario

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