

# MICHELLE BEAUPRE

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Nepean, ON <https://mbfm.ca>

## Fundraising Management & Small Business Marketing



### CAREER OBJECTIVE

*Remote from home office, fundraising management of campaigns & communications for charitable organizations & small businesses; strategic content writing for websites, social media, & marketing materials. Shopify, WordPress & Wix website builds & content management. Survey & data analysis. Helping increase donations, sales, & streamline content to strategically fulfill their missions.*

### CERTIFICATIONS:

*Fundraising Management Program Certificate, Honours (Dec 2019, AC)*

### ACADEMIC TRAINING

#### University of Ottawa

BACHELOR'S DEGREE IN SOCIAL SCIENCES,  
CONCENTRATIONS SOCIOLOGY & MUSIC  
MAY 1992

- Full sociology concentration & full music concentration

#### Algonquin College (AC)

FUNDRAISING MANAGEMENT PROGRAM  
CERTIFICATE, HONOURS  
DEC 2019

- Graduated with Honours

#### La Cité, College

S.E.A. CERTIFICATE - SELF-EMPLOYMENT  
BUSINESS TRAINING

### RECENT WORK BACKGROUND

#### *Self-employed, Marketing, Website, Social Media Content & Fundraising Strategist*

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#### Client:

##### ARTIST COLLEEN GRAY / THE ART FOR AID PROJECT

July 15, 2020 – Present Remote - Ottawa, ON (Flat fee contracts)

- Built Shopify Website and set up web store <https://artforaidshop.ca>; increased sales; building a 2nd Shopify site/Colleen Gray's personal sales.
- Overhauled Wix website <https://artforaid.ca>; exceeded collection drive goals
- Design & management of social media content; marketing & promotion.

#### Client:

##### OTTAWA BRA CLINIC (Flat fee contracts)

Feb 2020 – Mar 2020 / June 27 – 2020 - Present Remote - Ottawa, ON

- Website review of <https://ottawabraclinic.com>; marketing initiatives
- Website and social media content images for look and feel design and management, Wix site management
- Updated look and feel of <https://obconline.ca> Shopify Account for Ottawa Bra Clinic.
- Increased weekly sales and bra fitting booking stats, significantly surpassing OBC's previous annual sales & bookings.

#### *Writing & Communications Design Work*

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#### Client:

##### DOYLE & ASSOCIATES CONSULTANTS

May 2019 – Mar 2020

- Writing and Design (Multiple part-time contracts) Ottawa, ON
- Design Work: e.g. custom procedural posters for distribution to 20 of their dental client's branch offices. End of Year Reports. Survey results compilation and report writing, fundraising promotional material – posters etc.; Policies and Procedures Manual content writing assembly for four dental clinics, each with their own branding and website section images for online use as well as pdf files. Desktop publishing.

#### *Fundraising Contractor*

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#### Client:

##### BREAST CANCER ACTION - OTTAWA

Apr 2019 – Dec 2019

Fundraising Contractor (Multiple part-time contracts) Ottawa, ON

- Achieved > \$17K in Auction Item Donor Solicitations for November 2019 Gala that raised over \$30K;
- Marketing material content writing & designs: e.g., case for support, welcome brochure, pop-up banners for events, bidder sheets, auction display posters, social media promotional gifs and images.
- Grant request writing.

# MICHELLE BEAUPRE (REMOTE WORK)

## *Fundraising Management & Small Business Marketing*

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### SOFTWARE SKILLS

#### *Examples:*

MS Office 365 (Microsoft 365)  
- Advanced Excel, Word, PPT  
MailChimp (eNewsletters)  
MS Dynamics Great Plains (Database)  
Google Docs, Dropbox, WeTransfer

#### *Meeting Software:*

Zoom, Skype

#### *Desktop Publishing:*

Adobe Illustrator  
PhotoShop  
SnapSeed, Bitmoji  
Canva  
Publisher

iMovie (Mac Video editing)  
BluePro Mic (Audio editing)  
YouTube publishing & content mgt  
OCR Optical Character Recognition  
Scanner Pro

#### *Website Software:*

WIX, WordPress, Shopify, (some  
Dreamweaver for updates)

#### *Analytics Software:*

Google Adsense/Analytics

#### *Social Media:*

Twitter, Facebook (Incl. live streams),  
Instagram, Periscope

#### *Fundraising Software:*

GoFundMe for Charity Fundraising  
Campaigns.

### *Special Event Assistant (only paid staff)*

EVENT CONTRACT FOR N.Y.E. EVENT HOGMAN-EH! 2015

#### **SCOTTISH SOCIETY OF OTTAWA (NPO)**

Aug 2016 – Feb 2017

Special Event Assistant, HOGMAN-EH! N.Y.E. 2016 Ottawa, ON

- Supported implementation of event planning, assisting in all areas of preparations for a New Year's Eve event with a budget of approximately \$120,000 that attracted an audience of 5,000 to the Aberdeen Pavilion, Lansdowne Park. Headliner: The Barra MacNeils. Emcee's event recap: <https://youtu.be/nK2vJ7VqxyI>
- WordPress Web content updates and designed Hogman-eh! Eventbrite Event image promoting tickets.
- Increased VIP ticket sales by 84%; VIP tickets sold out for the first time in the event's five-year history. Supported the Board.

### *Member Services Specialist (> 260K Members Canada Wide)*

IN THE COMMUNICATIONS & MARKETING DEPT., FULFILLING WORK CONTRACTED BY LEGION MAGAZINE DEPT, AS WELL AS COMMUNICATIONS & MARKETING DEPT. WORK

#### **ROYAL CANADIAN LEGION DOMINION COMMAND (NHQ)**

Mar 2014 – Aug 2014 Kanata, ON

- Implemented Legion Magazine's renewal campaign mail-outs, follow-ups and incentive gifts.
- Responded to inquiries from legion members and regional office staff throughout Canada.
- Daily use of Microsoft Dynamics Great Plains Database Software / financial accounting system.

### *Senior Office Administrator - (Project Management & Senior Administration)*

PRIVATE ELEMENTARY SCHOOL FOR GRADES JK - 8 (BILINGUAL)

#### **WESTBORO ACADEMY**

Aug 2007 – June 2012 Ottawa, ON

- Project/event management, senior admin functions, accounts receivable, procurements, liaising with clients, staff, suppliers, produced contracts and letters, webmaster, first-aid. Student enrolment increased significantly.
- Marketing e.g. e-newsletter, promotional products, open houses, wrote and sent communications, prepared parent student contracts; maintained student files.
- Successfully fundraised for Apple student computer lab incl. furniture. Sourced and strategically planned for computer lab. Maintained all Macs & PCs. Webmaster.

### *Project Manager (Jr), Communications Assistant, Executive Assistant*

FULL-CIRCLE CREATIVE COMMUNICATIONS - SELF-EMPLOYED

#### **Client:**

**INDUSTRY CANADA, Spectrum Management Operations Department**

Feb 2003 – Mar 2005 six (6) contracts (and some contracts prior to Mar 2001)

- Worked on first three (GHz Frequency) Spectrum Auctions that raised >\$230M
- Secretariat support for National Antenna Tower Policy Review Committee.

### *HR Corporate Programs Specialist - Awards & Recognition Programs*

NAV CANADA, NHQ

Created awards & recognition programs. (>5K Employees) Mar 2001–Jan 2003  
Management Level 3. Ottawa, ON

Implemented awards & recognition programs. Organized regional & national awards selection committees, RFPs, awards and celebrations. Planned & implemented events.