

# MICHELLE BEAUPRE

LinkedIn: [linkedin.com/in/michelle-beaupre-59083154](https://www.linkedin.com/in/michelle-beaupre-59083154)

Ottawa (Nepean), Ontario

Website: [mbfm.ca](http://mbfm.ca)

## Education

### CERTIFICATION

[Algonquin College](#)

FUNDRAISING MANAGEMENT  
PROGRAM CERTIFICATE,  
HONOURS (DEC 2019)

### DEGREE

[University of Ottawa](#)

BACHELOR OF  
SOCIAL SCIENCES  
DOUBLE CONCENTRATIONS  
SOCIOLOGY & MUSIC (1992)  
& PUBLIC RELATIONS COURSE, CMN3144

### BUSINESS TRAINING

[La Cité, College \(Ottawa\)](#)

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

ALSO, VARIOUS COURSES:  
NEGOTIATION SKILLS COURSE  
BUSINESS WRITING COURSE  
& CUSTOMER SERVICE COURSES

## Web Builds

### Examples of Websites

#### BUILT:

**Shopify**

[colleengrayart.ca](http://colleengrayart.ca)

[artforaidshop.ca](http://artforaidshop.ca)

[pamcailloux.art](http://pamcailloux.art)

**WIX**

[phasein.ca](http://phasein.ca)

[mbfm.ca](http://mbfm.ca)

**Wordpress**

[charitywishlist.ca](http://charitywishlist.ca)

[tdunnconsulting.ca](http://tdunnconsulting.ca)

#### TWEAKED:

**Shopify**

[braclinic.ca](http://braclinic.ca)

[artforaid.ca](http://artforaid.ca)

[ottawabraclinic.com](http://ottawabraclinic.com)

[bridgec14.org](http://bridgec14.org)

### EXPERIENCE EXAMPLES (MORE UPON REQUEST)

#### MBFM MICHELLE BEAUPRE FUNDRAISING MANAGEMENT

**Self-employed (Remote):**

*Marketing, Website Builds, Fundraising Strategist & Material Design*

**Client:**

#### T DUNN CONSULTING / THERESA DUNN

Jan 25, 2021 - Present WordPress website build (completed)

Training client on use of Social Media & WordPress (in progress for tdunnconsulting.ca - client does conflict analysis)

**Client:**

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

July 15, 2020 – Present Remote - on demand - Ottawa, ON

- Built Shopify site & set up web store <https://artforaidshop.ca>, increased sales, also built a 2nd Shopify site for Colleen Gray's original art [colleengrayart.ca](http://colleengrayart.ca). Overhauled Wix website [artforaid.ca](http://artforaid.ca). Training and on demand, updates to sites.

- Design & co-management of social media content, marketing & promotion. Fundraising guidance. Streamlined digital presence.  
- AFAP extremely exceeded art supply collection drive & sewing machine fundraiser goals. After website work, corporate sewing machine sponsor came on board, as well as sketch book sponsor.

**Client:**

**OTTAWA BRA CLINIC** Feb 2020 – to present. On demand.

- Website review/streamlined/managed WiX [ottawabraclinic.com](http://ottawabraclinic.com), & Shopify site [braclinic.ca](http://braclinic.ca). Video editing & social media.  
- Created marketing initiatives, e.g. partnered with Breast Cancer Society of Canada for May/June & Oct, bra campaigns. FB paid ads.

- Created social media content/streamlined platforms for consistent look & feel with the websites. Researched and implemented online booking software. Increased sales & fittings.

**Writing & Communications Design Work (Remote)**

**Client:**

#### DOYLE & ASSOCIATES CONSULTANTS

May 2019 – Mar 2020 Multiple part-time contracts. Ottawa

- Writing, Design & Research: e.g. custom procedural posters for distribution to 20 of their dental clients' branch offices. End of Year Reports. Survey results compilation and report writing, fundraising promotional material – posters etc.; Policies & Procedures Manual content writing assembly for four dental clinics, each with own branding & website section images for online use & pdf file compilations. Desktop publishing.

## MBFM MICHELLE BEAUPRE FUNDRAISING MANAGEMENT

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T.613-859-3742

Email: michellebeaupre7@gmail.com *A great website can inform, educate, inspire & motivate people to realize that they want to learn, give or buy & support. A really great site makes it easy for them to follow through.*

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### SOFTWARE SKILLS

#### Examples:

##### Charity Fundraising Software:

- GoFundMe Campaigns
- FundRazr Campaigns through CharityVillage.ca

##### Office & Communication Software:

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

##### Meeting Software:

- Zoom, Skype, FaceTime

##### Desktop Publishing:

- Canva Pro
- Adobe Illustrator
- PhotoShop
- SnapSeed
- Publisher

##### Other Creative:

- iMovie (Mac Video editing)
- BluePro Mic (Audio recording/editing)
- YouTube publishing & content management

##### Website Software:

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

##### Analytics Software:

- Google Adsense/Analytics
- Business Suite Insights

##### Social Media:

- Facebook (including live), Instagram, Twitter, Snapchat

### Fundraising Contractor

#### Client:

##### BREAST CANCER ACTION - OTTAWA (CHARITY)

Apr 2019 – Dec 2019 Multiple part-time contracts. Remote. Ottawa, ON

- Achieved > \$17K in Auction Item Donor Solicitations for November 2019 Gala that raised over \$30K. Responsible for Silent Auction items outreach.
- Wrote & designed marketing material content: e.g., case for support, welcome brochure, pop-up banners for events, bidder sheets, auction display posters, a few promotional gifs and images for their use on web/Facebook.
- Wrote grant application. Liaised with businesses for auction item donations. No access to their website (outside company) or social media (president-run).

#### Special Event Assistant (the only paid staff, everyone else volunteers)

##### EVENT CONTRACT FOR N.Y.E. EVENT HOGMAN-EH! 2016

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

Aug 2016 – Feb 2017 (At the Ottawa Festivals location in Westboro)

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

- 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, and five other acts. Emcee Bill Welychka's event TV recap: <https://youtu.be/nK2vJ7VqxyI>
- WordPress web content updates and designed Hogman-eh! Eventbrite Event image to promote tickets. Social Media live coverage of Kilt Skate.
- Increased VIP ticket sales by 84%; VIP tickets sold out for the first time in the event's five-year history. Also supported board and event committee.
- Trained new Volunteer Membership Director on how to recruit volunteers.

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

##### COMMUNICATIONS & MARKETING DEPT.

##### ROYAL CANADIAN LEGION DOMINION COMMAND (NHQ/CHARITY)

Mar 2014 – Aug 2014 Kanata, ON

- Fulfilled work contracted in from Legion Magazine Dept, as well as Communications & Marketing dept. work. 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 servicing >260K members (one of three staff).
- Microsoft Dynamics Great Plains Database / financial accounting system.

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*Giving can be win-win-win-win for the donor, the receiver, the community, and the environment.*

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- Enhanced Reliability

- Vulnerable Sector Check



### **Philanthropy - Owner/Program Specialist**

#### **CHARITYWISHLIST.CA**

May 2005 - Present Ottawa, ON  
(Sole-proprietor)

- Created CharityWishList.ca -

concept, research, implementation, logo design, web build, content, registration and trademarked logo, designed it to be self-serve.

- On-going running of directory website/communicating with charities and the public throughout Canada. The site is predominantly self-serve.



### **Administrative Support Covering Two People on Leave**

#### **CBC PENSION FUND (THROUGH "OFFICE TEAM" AGENCY)**

Ottawa, ON Nov 2012 to Jan 2013 (until persons on leave returned)

Reported to the Managing Director/CEO of CBC Pension Fund.

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

#### **PRIVATE ELEMENTARY SCHOOL FOR GRADES JK - 8 (BILINGUAL)**

#### **WESTBORO ACADEMY (NPO)**

Aug 2007 – June 2012 Ottawa, ON

- Project/event management, senior admin functions, accounts receivable, procurements, liaised with clients, staff, suppliers, produced contracts and letters, webmaster, first-aid. Student enrolment significantly increased.
- Marketing e.g. e-newsletter, promotional products, open houses, wrote and sent communications, prepared parent student contracts, maintained student files and official Ontario Student Record (OSR) files. Office staff of 2.
- Successfully fundraised for Apple student computer lab incl. furniture.
- Updated/maintained all Macs & PCs, oversaw use/helped. Webmaster.
- Supported the Principal, teachers, students, parents, suppliers.

### **Auction Call Centre Information Officer, Project Manager (Jr), Communications Assistant, Executive Assistant to Exec. Director**

#### **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 for the 1999 first auction of spectrum licenses).

- Worked on first three (GHz Frequency) Spectrum Auctions that raised >\$240 Million, helped to set-up processes and implemented.
- Auction Call Centre Info Officer fielding calls from Executive Bidders.
- Secretariat support for National Antenna Tower Policy Review Committee.

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

#### **NAV CANADA (AIR TRAFFIC CONTROLLERS' NATIONAL HQ)**

Mar 2001–Jan 2003 Management Level Three (3) - Ottawa, ON

- Created/Implemented Awards & Recognition Programs (>5K Employees)
- Organized & supported regional & national awards selection committees, regional and national awards production/delivery, logistics & celebrations.
- Planned & implemented events. Liaised with attendees, mgt & suppliers.
- Oversaw building of Intranet site for years-of-service program. Oversaw & organized volunteers & their duties for regional & national celebrations.

### **Executive Assistant to the Director General, System Safety, Aviation**

#### **SYSTEM SAFETY AVIATION, TRANSPORT CANADA (+ MORE)**