

Sandra Christensen

Status: Bermudian

Contact

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Southampton, SB 04
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www.reverieassociates.com

Key Skills

Event Management
Fundraising
Business Development
Website Development
Operations
Communications
Public Speaking
Creative and Innovative
Detail Oriented & Organized
Sales & Marketing
Advertising & Promotions
MS Office Proficient

Activities and Interests

Fitness
Philanthropic Work
Travel
Painting
Reading
Creative Writing

Profile

I possess great leadership qualities and have been successful managing companies, events and business relationships. I am highly organized and a great multi-tasker. I have great problem-solving skills and am solution oriented. I have devoted a great amount of time to developing and supporting the third sector in Bermuda doing contract work through my company Reverie Associates.

Experience

August 2021 – Present

P/T Secretary • Christ Church Warwick • Bermuda

My part-time role at the church is to assist with daily administrative duties and communications. These include maintenance of the website, newsletter creation, database management, events, and social media.

October 2019 - Present

Sales Agent • Coldwell Banker Bermuda Realty • Bermuda

I currently hold my real estate license with Coldwell Banker although I am not actively working in real estate at the moment.

February 2007—April 2018

Director of Operations • Morgan's Point Development • Bermuda

Responsible for several aspects of the Morgan's Point Development including creation of business operation manual, manage human resources, creation of business plans and presentations, creation of RFP's, marketing and public relations services, bookkeeping services and IT assistance. In this role I travelled extensively assisting in securing funding and key partners for the project taking the project from concept to fruition.

Sales & Marketing Manager • Caroline Bay Realty • Bermuda

Responsible for managing the marketing, branding, and public relations for the Ritz-Carlton Reserve Residences at Caroline Bay. My role also included selling the branded residences by executing and managing the \$4M sales and marketing budget. During this time was involved with the America's Cup as a sponsor of one of the race teams creating and managing promotional events. Created and presented quarterly reports to the Board.

June 2006—January 2009

Business Manager • Maritz Canada • Mississauga, ON

Worked onsite at Microsoft Canada overseeing a team of 18 event planners across Canada. In this role I managed and maintained the Microsoft events business. I worked closely with several marketing department heads, providing comprehensive reporting and process management. Responsibilities included overseeing national product launches which reached thousands of people in 16 cities across Canada. Responsible for an annual \$2.5 million budget for human resource which included interviewing, hiring, and training events staff to meet Microsoft and Maritz quality standards.

September 2004—April 2006

Vice President • Riviera Security • Ottawa, ON

Responsible for overall running of the company including business development, marketing, and creation and implementation of quality control systems for ISO 9001:2000 registration. The company employed 120 people with supervisors and management reporting to me. I was responsible for creating processes, policies and procedures for the company. I was hired to do a turn-around whereby I restructured the company and turned its operations around which was reflected in the profitability of the company, the lower turn-over of employees and the acquisition of their ISO 9001:2000 certificate.

Previous employment includes:

Partner • Corporate Planning Resources • Toronto, ON

Key Account Representative • Andres Wines • Winona, ON

Account Executive • Sabre Group Marketing • Markham, ON

Key Account Manager • Nestle Foodservice • Mississauga, ON

References available upon request

Courses & Training

ISO Training for Auditors

Effective Presentations

Negotiation Skills

Time Management

Team Building

Project Management Training

Microsoft Software Training

Education

June 1987

Sheridan College, Oakville Campus

Advertising Program

Affiliations

2011 to present

SCARS (Saving Children and Revealing Secrets)

- Responsible for the majority of fundraising for the charity
- Worked on successfully achieving BNSC certification for SCARS
- Create Annual Reports and assist with BNSC recertification

2021 to present

IWC (International Women's Club) – VP, Philanthropy

- Work with local charities raising over \$12,000 since July 2021. Manage the IWC Grant process and coordinate philanthropic events and programs.

