

Sandra Christensen

Status: Bermudian

Contact

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Key Skills

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

Profile

My goal is to find a career that embraces the skills and talents that I have developed over the years. I possess great leadership qualities and have been successful managing both companies and business relationships. I am highly organized and a great multi-tasker. I have great problem-solving skills and am solution oriented. I thrive in an environment that is fast paced and challenging, in a role that encourages my creativity and capabilities while contributing to a company's success and growth.

Experience

October 2019 - Present

Sales Agent • Coldwell Banker Bermuda Realty • Bermuda

Responsible for working with buyers and sellers in the real estate market in Bermuda. Manage client relationships by assisting buyers in the purchasing process and helping sellers by creating marketing and promotions to assist in the selling process. I create newsletters to promote real estate and activities in Bermuda to my overseas database.

February 2007—April 2017

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.

Activities and Interests

Yoga & Fitness
Philanthropic Work
Travel
Painting
Reading
Creative Writing

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
Certified SCARS Trainer

Education

June 1987

Sheridan College, Oakville Campus

Advertising Program