



# JACQUELINE DANIS

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## OPERATIONS MANAGER

Business Development Driver ▶ Change Leader ▶ Relationship Manager ▶ Trusted Advisor

**REPEATED SUCCESS DRIVING SUSTAINABLE BUSINESS TRANSFORMATIONS, REVENUE GROWTH, AND INCREASED PROFITABILITY ACROSS DIVERSE INDUSTRIES – IN BOTH FOR-PROFIT AND NON-PROFIT ENVIRONMENTS:**

- ▶ Rescued failing operations through strategic operational restructuring.
- ▶ Reversed negative earnings and generated significant revenue gains.
- ▶ Managed operating and capital budgets in excess of \$40M.
- ▶ Regained market share to raise profits by as much as 35%.
- ▶ Structured strategic agreements valued over \$50M.
- ▶ Collaborated with senior staff to secure trust and support.
- ▶ Employed cost controls and efficiencies to achieve yearly savings.

### AREAS OF EXPERTISE

- Business Planning
- Operations Improvement
- Change Leadership
- Turnaround Initiatives
- Revenue Diversification
- Process Innovation
- Market Development
- Financial Strategy

*“I have a genuine desire to create value in my area of influence. As an accomplished business builder, I work towards realizing value and growing people and businesses through strategic, operational, and innovative change initiatives.”*

## Career Experience

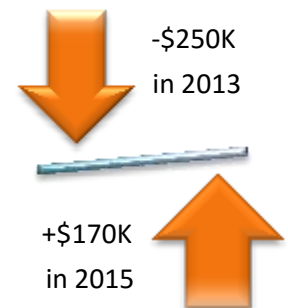
**Community Investment Association, Calgary, Alberta ▪ 2013 – Present**  
*Federally funded non-profit organization focused on economic development and lending.*

**EXECUTIVE DIRECTOR:** 10 Staff ▪ \$5M Investment Fund ▪ \$1M Operating Budget

Turned around organization, diversifying revenue streams to reverse loss and boost revenues 168% in 2 years. Fostered critical relationships with, and coached, over 100+ community groups and entrepreneurs.

### Leadership & Business Development

- **Reversed negative revenues of \$250K to positive \$170K** by building mutually beneficial relationships with local and international funding entities and stakeholders, increasing investment base 89%.
- Nurtured relationships with board of directors and staff, earning trust and propelling business forward via transparent communications.
- Championed creation of **small business incubator** in partnership with Chamber of Commerce, generating additional 6% in revenues.



### Finance & Lending

- Identified fraudulent activities, partnering with funders and authorities to **recover 6-figure loss** and achieve clean audit by 2014.
- Formed multiple strategic partnerships to **broker over \$4M in loans** and provide over \$17M to clients.
- Positioned organization for growth with 3-year funding commitment from federal government.

**Food Services Inc.**, Fort McMurray, Alberta ▪ 2010 – 2013

*Global provider of food, facilities, and uniform services.*

**OPERATIONS MANAGER:** 11 Direct Reports/ 100+ Indirect ▪ \$40M Operating Budget

Transformed operations and culture at remote worksite in Northern Alberta, instituting leadership, corporate policies, and best practices to reduce costs, raise revenues, and improve both performance and client satisfaction.

### Operational Management & Efficiencies

- **Championed negotiations** to land sustainable cost-plus \$50M operating contract with client (Big Energy), analyzing client needs against organizational abilities to reach mutual agreement.
- **Increased staff engagement 65%** and raised accountability by developing incentive plan for supervisors and managers.
- **Reduced labour costs 15%** and streamlined product suppliers.
- **Generated additional \$2M** in contracts through improved service offerings.



**The Heritage Hotel**, Red Deer, Alberta ▪ 2002 – 2010

*Boutique hotel with 65 staff and \$8M in revenue.*

**FOOD & BEVERAGE OPERATIONS MANAGER** (2005 – 2010): 45+ Food and Beverage Staff ▪ \$3M Operating Budget

**ASSISTANT STAFF MANAGER** (2003 – 2005)

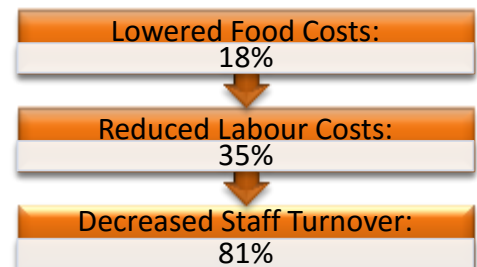
**NIGHT MANAGER** (2002 – 2003)

Led turnaround initiative, rescuing food and beverage department from exaggerated expenses, disengaged staff, and no internal controls. Accelerated profits 35% YOY despite 27% reduction in sales due to economic slowdown.

### Business Development & Proficiencies

- Escalated profits 35% by analyzing revenue streams and identifying profitable areas to regain market share.
- Expanded corporate accounts from 5 to 85 in just 9 months.
- **Increased productivity 28%** through team building promotion and staff engagement initiatives.
- **Grew customer satisfaction 60%** in 6 months, rebranding department and re-engaging public.
- Rapidly promoted from entry-level management to senior management for innovative operations support.

*Maximized efficiencies and increased communications which:*



## Education, Professional Development & Board Work

**Bachelor of Business Administration** (Marketing/Operations), 2004

University of Calgary – Calgary, Alberta

*Select Training and Workshop Topics:*

Developing a Successful Incubator • Rethink Revenue Generation • Six Sigma • Strategic Management • European and Asian Market Trends Globalization • Leadership Gold • Operations Enhancement • Cost-Saving Strategies

**Assistant Chair:** Community Village, 2014 – Present

**Chair:** Business Programs Advisory Committee, University of Calgary, 2012 – 2015

## Strategy

A spirited leader, Jacqueline had earned a reputation for driving operational results across a variety of industries in Canada. Pursuing a Canadian operational role within an organization seeking change or growth, Jacqueline wanted a resume that demonstrated her efficiencies in business development, revenue growth, and effective change.

The resume was developed to play up Jacqueline's ability to achieve business transformation and growth. One-lined statements open the resume, and I use her words on the first page to emphasize her value offering.

I branded the resume with intentionally bold and vibrant colors to match Jacqueline's personality and drive, using orange arrows to position consistent wins from each role while demonstrating clear change. I avoid traditional role overviews and instead emphasize role transformations in bright blue color blocks.

To further showcase some of Jacqueline's many strengths, I broke down role achievements into unique skill headers. Specific results and figures are bolded throughout the resume to help the points pop.

This resume is written in Canadian English.