

# Jennifer Dobbin

Community Engagement  
Project Management  
Graphic Design  
Marketing  
Communications Specialist  
Writing & Story Telling

## Seeking

Full-time or freelance opportunities in communications, marketing, graphic design & social media.

## Personal Skills

My leadership style is collaborative: I encourage stakeholders to find solutions and stay focused on the outcomes when difficulties arise. I have the drive and creativity to see a project from planning through completion with strong communication skills, relationship building and project management. My skills truly shine through in metrics, graphics, reporting and storytelling for any project.

## Education

### Mount Royal University

Project Management Professional (PMP)  
All Courses Completed (not certified)

### DeVry Institute

Baccalaureate, Business Operations  
Graduated 1999, Cum Laude

## Software Experience

MS Office Suite (wizard level): Excel, Word, & PowerPoint - 25 years on platform

Filemaker - Custom Database Development (4 yrs)

Adobe Creative Suite - 16 years (Photoshop, Illustrator, InDesign, Dreamweaver)

WordPress - full design & CSS coding (8 yrs)

Sketch-Up Pro - 3D Rendering Software (6 yrs)

## Jennifer Dobbin, BSc

*Dog lover, triathlete, artist, out-of-the-box thinker and storyteller*

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Additional projects & information at:  
[DobbinPlanning.com](http://DobbinPlanning.com)

## Projects

### Kensington Business Improvement Area (BIA)

Currently: Chair of the Board (2 yrs)

Previously: Streetscape Chair (2 yrs)

\$220,000 annual budget for streetscape, beautification, parking and events programming. Generating over \$450,000+ of annual value with in-kind work, sponsorships and in-lieu donations. Recent success: \$4.5M streetscape renovation to public realm (where the BIA negotiated and managed design, implementation, access to businesses and marketing throughout project).

### Hillhurst/Sunnyside Community Association (HSCA) Multi-Stakeholder Task Force (MSTF)

Key stakeholder from inception of pilot project for new City/Community public engagement process and Developer relationships.

### Memorial Drive Land Use Designation

Negotiation of a unique heritage-loss offset contract to the benefit of the City and Community to transfer heritage credits from separate properties to off-set heritage loss on-site to achieve M-C2 rezoning of residential lands in Hillhurst (2 years).

**Dobbin Design** - Freelance artist, communications, marketing & social media brand development

## Work History

**Dobbin Consulting Inc.** - May '12 - present  
Land Planning & Community Engagement

**The Dobbin Group** - May '12 - present  
Building & Development Manager

**DLBH LLP** - April '11 - May '12  
Collections & Litigation Paralegal

**Llewellyn Law** - Nov '08 - Mar '11  
Real Estate, Foreclosure & Litigation Paralegal

**Jen Mar Homes Ltd.** - June '01 - Nov '08  
Owner, Construction & Development Manager

**Calgary & Edmonton Pet Expos** - Jan '97 - June '01  
Owner, Developer & Manager, new business start-ups