

## CONTACT

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## SKILLS

Global Recruitment  
Facilitation & Communication  
Professional Recruiter  
Partnership Development  
IT Management  
Training & Development Lead  
Tactical Market Planning  
Public and Media Relations  
Change Management  
Engaging/Adaptable  
Self-motivating/Self-directed  
Result Oriented  
Financially Responsible  
High-Stake Negotiating  
Social Networking  
Highly Creative  
Dedicated to Excellence  
Visionary Leadership  
Empowering  
Time Management  
Conflict Resolution  
Facilitating

## EDUCATION

Saint Mary's University,  
Halifax, NS, 2007

*Certificate in Professionalism  
for the HR Professional*

StFX University, Antigonish, NS  
**Bachelor of Secretarial Arts**  
1982-1986

# Maureen Connors, RPR

## PROFESSIONAL EXPERIENCE

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***Owner, MMC\_Creative - Marketing, Communications, Website Development and Creative Graphic Design Consultant, since Sept2001***

Highly creative and versatile senior creative specialist with 20+ years of experience in the management of the complete design process. Highly skilled in client and vendor relations and negotiations; talented at building and maintaining "win-win" partnerships. Passionate and inventive creator of innovative marketing strategies and campaigns; accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements. Key experiences:

- Web Design, Development and Management
- Corporate Branding
- Print Design
- Social Media Development and Management

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***Director, Marketing & Business Development, CanAm Physician Recruiting Inc. - Dec2022 - Present (contract)***

Responsible for leading CanAm's marketing and business development efforts, including:

- Leading business development efforts
- Evaluating and developing marketing and communications strategies
- Planning, developing, implementing, and evaluating all corporate marketing efforts including creative graphic development and design
- Building brand awareness and positioning CanAm as the physician recruitment firm of choice in Canada
- Administrator of [canamrecruiting.com](http://canamrecruiting.com) and all social media channels

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***Marketing Consultant, Nursing Homes of Nova Scotia Association - Sept2019 - Present (contract)***

Working closely with NHNSA Managing Director and Board to convey NHNSA's messages through the visual arts by planning and designing advertisements, campaigns, events, presentations, and shaping brand standards.

- Develop exceptional graphics and creative concepts for a variety of different projects
- Liaise with the Director and Board to meet design objectives, discuss effective creative direction, and ensure brand consistency and high standards of creative execution.
- Website development and maintenance
- Develop creative proofs to support marketing objectives
- Participate in team meetings
- Manage revisions to artwork and the accuracy of information
- Assist in designing new interactions and templates
- Build and maintain a repository of graphics and illustrations for content use

## PROFESSIONAL DEVELOPMENT

*Leveraging Workplace Culture, ISANS, 2021*

*Workplace Culture Training, ISANS, 2021*

*Welcome Ambassador Training, ISANS, 2021*

*Safe Space Training, New Glasgow, NS 2015*

*Facilitator Training Update, Halifax, NS 2015*

*IMP Management Training and Development: The Professional Recruiter (since 2007)*

*Project Management, Moncton, NB, 2007*

*Health Literacy Workshop, New Glasgow, NS, 2005*

*Primary Health Care Conference, New Glasgow, NS, 2004*

*Image Management Workshop, NSPR, Halifax, NS*

*Branding Workshop, NSPR, Halifax, NS*

*Communications Management, Atlanta, GA*

*Integrated Marketing, CASE, Toronto, ON*

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**Recruitment/HR Consultant, SEASI (Ottawa/Halifax)**  
July2020 - Feb2023 (contract)

- Planned developed and implemented recruitment and staffing strategies. Developed a network of talent pools in the IT industry.
- Established and maintained exceptional ongoing relationships with hiring managers, external credentialing bodies, other recruiters, and key community members.
- Proactively and aggressively recruited from a variety of sources; managed selection process to include interviewing, assessing candidates, screening and recommending finalists, and filling the staffing needs.

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**Returning Officer, Antigonish, NS, Elections Nova Scotia, Halifax, NS** Mar2020-current (during provincial elections)

Reporting to the Chief Electoral Officer (CEO), the Returning Officer (RO) is responsible for the preparation and delivery of provincial electoral events in the electoral district to which they are appointed, in accordance with the Elections Act, and the policies and directions of the CEO. The duties of a returning officer are varied and call for the use of a wide range of modern management techniques: financial planning; material, human and financial resources management; contract negotiation; public and media relations; and office automation, to name a few. The returning officer must be competent in these areas and very efficient in order to complete all tasks within a very short and specific time frame.

Returning Officers play a critical role in the election process, as public officials, the Returning Officer is responsible for:

- Acquiring and maintaining the knowledge, skills, and abilities required to effectively perform their duties
- Overseeing voter registration and enumeration in their electoral district
- Administering elections, by-elections, and plebiscites within the electoral district
- Managing the financial, administrative, and human resources required for the administrative conduct of elections
- Communicating information to the public, candidates, political parties and Elections Nova Scotia
- Carrying out related administrative duties in accordance with general or specific instructions issued by the CEO
- Being an effective and non-partisan representative of Elections Nova Scotia
- Contributing to the improvement of the electoral process

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**Fundraising & Communications Officer, Talent Beyond Boundaries, Toronto, ON** Mar 2022-Sept2022

This role is responsible for fundraising, marketing, and communications activities to support Talent Beyond Boundaries' mission in Canada. This includes leading TBB's participation in the Government's Economic Mobility Pathways Project (EMPP), designed to welcome 2000 refugees and their families through economic immigration programs over the next two years. Key deliverables:

- Develop a multi-year fundraising and communications strategy for TBB Canada
- Manage donor relations - steward existing relationships effectively while cultivating new mid-level and high-value prospects and ensuring detailed donor records;
- Map institutional funding opportunities and team-lead the proposal development process for strategic prospects;
- Coordinate a communications and events calendar, ensuring regular updates to donors and supporters via the TBB website, email, social media, and face-to-face events;
- Develop, write, and design program collateral, including brochures, case studies, newsletters, presentations, and other marketing materials;

- Assist with media relations (with support from Global Communications Director).
- Promote TBB's mission and work, representing the organization to a wide range of external stakeholders, and demonstrating consistent alignment with our global vision, brand, and strategic objectives.

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***Recruitment & Communications Advisor, Glen Haven Manor, New Glasgow, NS*** Sept2019-Jan2022

As a member of the leadership team at Glen Haven Manor, key responsibility to enhance strategic positioning, recruitment, and PR/marketing planning. Guided GHM in branding, positioning, and marketing implementation. Enhanced social marketing presence. Established favorable relationships with external stakeholders, residents, families, media, and internal staff. This portfolio also includes Learning and Development Lead and Information Technology Lead responsibilities. Key deliverables:

- Successfully led, planned and implemented an online training program for Global recruitment candidates.
- Maintained staff intranet site including the implementation of an LMS component.
- Developed/enhanced onboarding process including a comprehensive checklist and orientation/employee handbook.
- Researched, designed, and developed a handbook for global recruitment candidates.
- Demonstrated excellent leadership, team, and interpersonal skills.
- Expert program planning and management skills with attention to detail including experience with project management methodology and tools
- Savvy organizational understanding with strong influencing and negotiations skills with senior internal and external contacts
- Demonstrated leadership, influencing, communication, and strategic project management skills.
- Proven self-starter with experience in initiating and ensuring delivery of key/complex projects.
- Proven experience in working globally, cross-functionally & across cultures
- Identifies and drives innovative process improvements with significant organizational impact and manages, as needed, non-project responsibilities, which can include processes and system optimizations

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***Recruitment Specialist*** – physician and hard to recruit positions  
 PICTOU COUNTY HEALTH AUTHORITY January 2006-March 2011

- Planned developed and implemented recruitment and staffing strategies for assigned departments/functions. Consulted with hiring managers as it related to recruitment and staffing issues. Developed a network of contacts in the community and industry and participated in ongoing initiatives to develop, integrate and improve the recruiting process.
- Established and maintained exceptional ongoing relationships with hiring managers, external credentialing bodies, other recruiters and key community members.
- Proactively and aggressively recruited from a variety of sources; managed the selection process to include interviewing, assessing candidates, screening and recommending finalists and filling the staffing needs. Worked closely with CPSNS, the Department of Health and Canadian Immigration.
- Management of the immigration process for foreign recruits.
- Developed and implemented social networking and social media marketing strategies. Promotion and public relations.

## **TECHNICAL BACKGROUND**

Bullhorn

HubSpot

ZoomInfo

LinkedIn Recruiter

Canva

Trello

Slack

Salesforce

Square Space

Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Adobe Reader)

WordPress/Elementor

LearnPress

MS Word, PowerPoint, Excel, Access, Outlook, SharePoint

SAP

HRIS

**References Available on Request**