

Jane Green

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## Profile

Experienced executive, manager, and broadcaster. Excel at written and verbal communication.

## Experience

2007 – 2011 James Schouw & Associates Vancouver, BC

### **Director of Communications**

Developed marketing, social media and public relations strategy for a multi-million dollar Yaletown real estate development company.

Marketed company through diversified channels including print, video, media placement, new media, sponsorships, and database management.

Created Habitable Art brand to reinforce the niche market positioning of the James Schouw company.

Worked with Yaletown Business Improvement Association to create Movie Night at David Lam Park.

Mentored staff and created employee development policies.

Fostered a community minded company culture by creating and participating in company volunteer activities.

Hired and managed contract staff for task specific projects, working within budget and meeting deadlines.

Produced the web based Seawall Chronicles to promote the James Schouw brand.

2006 – 2007 Jane Green Consulting Vancouver, BC

Facilitated development of a Canadian national new media strategy for the federal government by fostering dialogue between regional new media associations.

Researched and authored a report on Best Practices in the Canadian Video Game Industry for Western Economic Diversification and New Media BC.

Wrote a feature article published in the May 2007 *Vancouver Magazine*.

1997 – 2004 New Media BC Association Vancouver, BC

### **Executive Director and Founder**

Established the largest new media non-profit business development and business networking association in Canada.

Became recognized expert and spokesperson on BC new media, raising the profile of the association by giving speeches and media interviews.

Developed a varied and extensive network of business contacts in support of the goals of the association.

Recruited business leaders from prominent local new media companies to serve on the Board of Directors. Ensured appropriate succession planning was in place.

Provided mentoring services for burgeoning new media companies and other support services for the new media community.

Developed marketing and communications strategies for new media industry utilizing new media tools, traditional media, and event management.

Lobbied for government recognition of the new media industry resulting in new media being identified as an important industry by both the provincial and federal governments.

Worked in partnership with other regionally based associations and provincial and federal ministries and agencies.

Managed the needs of and worked collaboratively with special interest groups.

Recruited and managed staff and volunteers, recruited sponsors.

Managed significant projects including industry cluster studies at both the provincial and national levels, the creation of technology maps, and the first base-line provincial industry study.

Created a sustainable revenue model for the association. Wrote project and funding proposals for submission to the provincial and federal governments.

Created and managed association budget and oversaw office accounting and payroll.

1996 – 1997

BCTV

Burnaby, BC

**Field Producer for Moneytalks TV**

Responsible for creating content, producing segments, securing guests, researching stories, script writing, conducting interviews, directing shoots and editing for a nationally televised business show

1993 – 1996

CKNW

Vancouver, BC

**Associate Producer for The Bill Good Show (1994 -1996)**

**Producer of all weekend programming (1993 – 1994)**

Special project – Organized the CKNW Orphan's Fund Pledge Day Radiothon

**Education**

1992

Diploma, Broadcast Journalism, British Columbia Institute of Technology

Awarded the Legislative Press Gallery Award for academic achievement

1987

B.A., English Literature, University of Victoria

**Board & Committee Memberships**

James Schouw & Associates Advisory Board, Vancouver Community College New Media Advisory Board, The Telefilm Canada New Media Fund Advisory Board, The Cultural Human Resources Council Advisory Board, IMPAC Board.

**Charitable Work**

Participation in Covenant House's Thank-a-thon.

Organized community response in Burnaby when the DeVries family lost their home in a fire at Christmas. Solicited local businesses to donate supplies and gifts to help the family through this tragedy.

Volunteer worker for local provincial MLA's campaign.

**Interests**

Running, hiking, golf.

**References**

Available upon request.