



THERESA MAJERAN
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Summary

Theresa Majeran, a Métis woman from Northern Manitoba, is actively involved with the Indigenous community in Alberta. She is proud of her culture and works to share that pride with the young people she counsels. Diversity and Inclusion of indigenous people through education and employment have been central to all of her work.

Karma Business Communications Inc.

An independently owned and operated Indigenous culturally focused consulting business providing Project Management, Strategic Planning, Recruitment, Marketing, Media, Communications, Public Relations and Event Planning.

Karma has a well-deserved reputation for service delivery within the Indigenous business community. Karma, incorporated in 2006, uses sub-contractors to fulfill contracts and helps advance the missions and goals of Indigenous individuals and organizations.

Profile

An experienced marketing and communications consultant and project coordinator with a solid track record in marketing initiatives, project coordination, event planning, fundraising and reporting.

Extensive network of contact people within the Indigenous communities throughout Alberta and I also work closely with Indigenous organizations assisting in workshop facilitation, proposal writing, work plan design, project delivery, report writing, project evaluation, and project fundraising.

- ∞ Demonstrated capacity to provide project coordination, event planning, budgeting and comprehensive reporting;
- ∞ Proven track record of accurately completing research on the marketing and implementation of business plans
- ∞ Highly focused and results-oriented in complex deadline-driven operations
- ∞ Strong ability to develop and maintain collaborative relationships in support of shared outcomes at local, regional and provincial levels for service providers and recipients in indigenous organizations and communities
- ∞ Strong facilitation skills providing cultural awareness for Indigenous liaison and community outreach programs

Skills and Strengths

- ∞ Ability to manage numerous projects and priorities simultaneously
- ∞ Demonstrated ability to work with a broad range of Indigenous clients and stakeholders
- ∞ Experience in event planning, budget management and development of effective marketing materials
- ∞ Fundraising capabilities with government and corporate sectors
- ∞ Public speaking and presentation skills with a variety of audiences
- ∞ Proficient computer skills, including Word, Excel, Outlook, internet, PowerPoint, desk top publishing
- ∞ Social networking experience using Facebook as a marketing tool
- ∞ Ability to counsel prospective applicants for grants and scholarships as well as scholarship administrators

- ∞ Ability to produce high-end video programming

Attributes

- ∞ Self-motivated to work in a team environment or independently
- ∞ Fostering and maintaining positive working relationships within government/corporate/nonprofit sectors
- ∞ Mentoring experience motivating disaffected youth

Education

Information Technology Management Certificate Program 1998
 ∞ University of Alberta Faculty of Extension, Edmonton, AB

Management Studies Certificate Program 1996
 ∞ MacEwan University, Edmonton, AB

Bachelor of Arts Program 1986
 ∞ University of Winnipeg, Winnipeg, MB

Volunteer and Community/Corporate Connections

- ∞ Indspire Awards
- ∞ Indigenous Financial Officer Association of Alberta Communication Workshop Best Practices Awards 2010 (Presentation on Branding)
- ∞ Council of Elders Edmonton Catholic Schools
- ∞ Indigenous Women's Professional Association (IAAW)
- ∞ Institute for the Advancement of Indigenous Women
- ∞ Canadian Native Friendship Center
- ∞ Alberta Native Friendship Center Association
- ∞ Métis Nation of Alberta
- ∞ Rupersland Institute
- ∞ Métis Employment Services
- ∞ Michif Institute
- ∞ Apeetogosan and Pinnacle Business Services
- ∞ Elders Advisory Council - Edmonton Catholic Schools
- ∞ Indigenous Task Force on School Health
- ∞ St Albert National Indigenous Day Society
- ∞ Canadian Council for Indigenous Business
- ∞ Apeetogosan (Métis) Development Inc.
- ∞ INAC and Indigenous Relations
- ∞ Amiskwaciy Academy
- ∞ University of Alberta
- ∞ NAIT (Northern Alberta Institute of Technology)
- ∞ University of Calgary
- ∞ McEwan University
- ∞ NorQuest College
- ∞ Belcourt Brosseau Metis Awards
- ∞ Edmonton Community Foundation
- ∞ Aksis: Edmonton's Aboriginal Business & Professional Association
- ∞ Corporations (Enbridge, Suncor, Syncrude, Scotiabank City of Edmonton and Shell)

Committee Work

- ∞ City of St Albert National Indigenous Day planning committee 2009-12
- ∞ Vice President of the Aboriginal Women's Professional Association 2007
- ∞ Indigenous Elders Resource Circle Society Cultural Coordinator 2007-08
- ∞ Volunteer Esquao Awards Institute for the Advancement of Indigenous Women 2005-09
- ∞ Board Member Canadian Native Friendship Center, Edmonton, AB 2007-08
- ∞ Current membership (from 1992); Metis Nation of Alberta
- ∞ National Indigenous Day volunteer Edmonton, AB 2004-07
- ∞ Indigenous Task Force on School Health Edmonton Public Schools 2009
- ∞ Council of Elders Edmonton Catholic Schools 2009-13
- ∞ CBC Turkey Drive advisor board member 2013-14

Background

2006 - Present - Marketing & Communications Manager/Fundraiser (contract)

Belcourt Brosseau Métis Awards Program/Edmonton Community Foundation

This contract position requires the implementation and continual improvement of the Marketing and Communications Strategy for the Belcourt Brosseau Métis Awards program (BBMA) throughout Alberta.

The primary focus of the contract is to increase awareness and understanding the application process for the Awards for potentially eligible applicants and those who would support their applications.

Secondary goals:

Communication of the successes of award recipients and the BBMA program
Development of relationships with corporate and government partners
Producing the annual celebration to honor recipients in the Sash ceremony

Corporate fundraising makes this event possible. The celebration continues to grow with approximately 400 guests that include award recipients, Founders, Elders, dignitaries, corporate sponsors and donors. Planning and implementation of a variety of smaller special events as required and the subsequent promotional activities and materials necessary to engage audiences and sponsors.

Accomplishments

I am responsible to:

- ∞ Design and implement an awareness campaign to find post-secondary students needing educational funding.
- ∞ Fund, plan and coordinate a dozen successful BBMA celebration events honoring the achievements of 1100 BBMA award recipients.
- ∞ Implement a strategy to engage and retain large corporate donors to invest in the BBMA trust fund.
- ∞ Become the ambassador of the awards program with Indigenous community organizations, corporate sponsors, donors, current and previous recipients as contacts.
- ∞ Develop and maintain communication strategy with outcome reporting to both Edmonton Community Foundation and the BBMA Panel.
- ∞ Develop an image and positive reputation for the awards program as the premier scholarship in Alberta.
- ∞ Fundraise for the BBMA celebration sponsorship and the endowment.

Outcomes

My fundraising efforts over the eight years of the contract have resulted in almost \$1,000,000 raised from private and public donors as well as corporate partners such as:

- ∞ Enbridge Pipeline Inc.
- ∞ Syncrude Canada Inc.
- ∞ Alberta Health Service
- ∞ Shell Canada
- ∞ Enbridge Pipelines
- ∞ Shell Canada
- ∞ Suncor
- ∞ Telus
- ∞ Metis Child and Family Services
- ∞ Shriners
- ∞ Kiwanis Club
- ∞ City of Edmonton

Steps to Success

- ∞ Implementing a recruitment program with donors and the BBMA student recipients to ensure BBMA recipients are also *employed* by the donors.
- ∞ Promoted and marketed post-secondary awards for Indigenous students throughout Alberta.
- ∞ Developed and implemented an integrated marketing strategy for branding of the awards (including new logo and collateral materials).
- ∞ Prepared and implemented an integrated strategic marketing and communications plan for a variety of clients.
- ∞ Managed Media and public relations for programs.
- ∞ Established effective relationships and partnerships with local, regional, provincial, national stakeholders and service providers.
- ∞ Produced professional high-definition videos for many of the celebrations and further use in educational institutions, counseling offices and community organizations.
- ∞ Produced 12 anniversary videos highlighting the career successes of BBMA recipients. See YouTube <http://www.youtube.com/user/BBMA2011?feature=mhee>
- ∞ Secured \$40,000 in funding for Youth Leadership Project from the Government of Alberta Employment & Immigration Branch.
- ∞ Traveled the province of Alberta to all Métis Settlements, Friendship Centers, and Metis Employment Centers and Metis Nation offices to recruit applicants and assist with filling out applications.
- ∞ Developed Belcourt Brosseau Métis Awards presentation to personally deliver province-wide.
- ∞ Created, funded and produced cultural video "Telling the story of the Métis jig" 2016 <https://www.youtube.com/watch?v=LknTxKuHl1k> (Indigenous Arts grant)

2014- Research Consultant - Metis Nation of Alberta

- ∞ Working on a project team to develop and market the Métis Crossing site near Smoky Lake AB

2012-2104 - Cultural Support Consultant - Council of Elders - Edmonton Catholic School Division

- ∞ Proposal writing for grants to provide programming for K to 12 FMNI students
- ∞ Planning and coordinating services and working as MC for the annual Ben Calf Robe Gala
- ∞ Program development of cultural aspects curriculum for the Futures Leader Group
- ∞ General support for Elder Betty Legendre's presentation

May-August 2014-15 - Event Planner Indigenous Cultural Village – Edmonton Northlands

- ∞ Consulting services provided to develop the Kiyanaw Indigenous program for Edmonton Northlands during K-Days celebrations
- ∞ Delivered an experience that included Indigenous -themed exhibits to highlight Inuit, First Nations and Metis cultures and history through exhibits, attractions, performers, entertainment and physical design
- ∞ Served as MC for the 10 day event

2007 – 2009 - Researcher & Writer - Métis Nation of Alberta Education Sector

- ∞ Delivered and created a research paper on “Educational Supports for Métis People within Alberta” 2008
- ∞ Created a Métis Dance Jigging resource booklet “Instructional guide grades 7-9” 2009
- ∞ Arranged and advised on both stage and video versions of “History of the Métis Jig” for schools

2007 – 2009 - Provincial Coordinator - Indigenous Diabetes Initiative

- ∞ Administering Health Canada contract for the MNA Tripartite sector including project delivery of work plan, quarterly reporting and planning meetings with MNA Provincial Health Committee, Métis Nation of Alberta Diabetes project 2010 Helping Families Make Healthy Choices.

2007 – 2012 - Event Planner – St. Albert National Aboriginal Day Society

- ∞ Event planning/coordinator, for funding, vendors, hiring entertainment and stage management.

2006 – 2008 - Administration Consultant - Indigenous Elders Cultural Resource Circle Society

- ∞ Provided project coordination including strategic planning, proposal writing, budget management, project management, event planning and negotiations with the City of Edmonton for Fox Farms site as a cultural place for Indigenous people of Edmonton to perform cultural ceremonies.

2006 – 2016 - Various Roles - Indspire Awards

- ∞ Production Assistant (2016)
- ∞ Talent associate in Vancouver (2013)
- ∞ Recipient Stage Associate, working with Executive Producer, Recipients, Stage Manager, to produce first-class live theatre and television production (2011 – 2014).
- ∞ Transport and providing driver services to the Indspire Secretariat producing the Inspire Awards show (2006 – 2010)

Other Background

- 2005- 6 Education & Marketing Facilitator - Canadian Diabetes Association
- 2005 Client Services Assistant - Métis Employment Services, Edmonton
- 2005 Indigenous Liaison - Action for Healthy Communities
- 2003-5 Project Manager - Indigenous Diabetes Initiative (Health Canada)
Alberta Native Friendship Centers Association
- 1987 - Sales Manager - TELUS Communications Inc. Edmonton
- 2002 Variety of support roles leading up to Sales Manager position in Advanced Data Sales