



Charlene SanJenko

www.csj4achange.com

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Charlene SanJenko, is a Creative Catalyst for Positive Change who enjoys bringing an *entrepreneurial* edge to social change. As a Community Animator, she builds strength, sustainability, and passion in people, groups and organizations working to access well-matched opportunities and generate solutions by realizing potential and supporting talent. Charlene's experience in the financial services industry, law, accounting, and as an social entrepreneur have given her a unique, well-rounded perspective from which to work with clients she enjoys and projects she is deeply passionate about.

Unique Strengths & Skills

1 decade of experience in corporate management

in marketing, sales and communications related to accounting, law and financial services

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1 decade of entrepreneurship

dedicated to capacity-building, community development and social change
utilizing meaningful events, innovative projects, and effective communication

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Charlene SanJenko, Creative Catalyst for Positive Change

highly organized, effective networker and communicator, natural activator of people.

Project Management Experience

CSJ Women's Excellence Inc. (2000 to Present)

www.csj4achange.com

Social Entrepreneur

Fitness expert and online performance coach, event-planner, writer, community activator, networker, promoter and presenter.

Achievements

- Town Councillor, Town of Gibsons, BC
- Developed and marketed a successful online fitness program
- Regular monthly columnist in *Nanaimo Magazine*, Nanaimo, BC, Canada
- Planned and opened an active wellness centre on the Sunshine Coast (2004-2009)
- Produced, promoted and hosted numerous events for women focused on wellness, empowerment, personal growth & development, networking
- Mentored numerous female entrepreneurs and small business owners
- Built an active network of 500+ women

Tofino Air (June 2009 to August 2011)

www.tofinoair.ca

VP Marketing & Business Operations

As the VP of Marketing & Business Operations, responsible for transforming the business of a locally owned and operated flight service provider to a West Coast travel experience expert.

Achievements

- Research, implementation and launch of online reservation system, including a high degree of change management
- Coordinating and promotion around opening two new bases for the airline – Vancouver Harbour and Nanaimo Harbour
- Hiring staff
- Catalyst for new sales & marketing internal boutique, *Distinctly West Coast* (distinctlywestcoast.com)
- Improved relationships with potential service partners through communication and relationship-building
- Elevated brand identity through improved website and collateral materials
- Increased awareness within the community through captivating campaigns, media relations, sponsorships and corporate social responsibility initiatives

Burnaby Family Life (Feb 2009 to April 2010)

www.burnabyfamilylife.org

Business Development Consultant

As a Business Development Consultant, responsible for revenue development, event management, corporate sponsorship and individual donor development, marketing and communications, and organizational readiness for social enterprise. Matching the business caliber of an incredible non-profit multi-service agency to their superior service delivery.

Achievements

- Improved relationships with corporate sponsors and individual donors through effective communication and event management
- Elevated brand identity through improved website and collateral materials
- Increased awareness within the community through innovative and tangible projects, events and initiatives

Services
Business Development Website Design Copywriting Event Management Fundraising Presentations Research

Sidestix Ventures Inc. (January – March 2010)

www.sidestix.com

Business Development Consultant

Responsible for project management, coaching and hands-on support of marketing, promotion, and media relations around the launch of Sidestix, including development of collateral materials, website upgrades, pr, media relations and social media campaign.

Lee Ashley, Intuitive Coach

www.leeashley.com

Business Development Consultant

Responsible for project management, coaching and hands-on support to elevate the brand of Lee Ashley, including collateral materials, website, event management, and online communications.

CSJ Active Wellness Community (2004 to 2009)

www.csj4achange.com

Founder and Creator

Created and managed the daily operations of a start-up social enterprise utilizing active wellness to promote community building and development. Over the past five years CSJ Active Wellness, an incubator for wellness practitioners and their businesses, has evolved and operates currently as a shared workspace of those practitioners.

Achievements

- Brought a dream to fruition through detailed business planning, securing financing and solid project management
- Grew business clientele from start-up to 400+ over five years within a small population base
- Supported numerous entrepreneurs by mentoring in marketing, promotion, business development and networking to assist in start-up within CSJ.

<p style="text-align: center;">Attributes</p> <hr/> <p style="text-align: center;">Entrepreneurial Leaderly Multi-tasker Detail-oriented Resourceful Positive Tenacious Team Leader</p>

Team Leadership Experience

Goepel McDermid (1995 to 2000)

now www.raymondjames.ca

National Marketing Manager

In her role as National Marketing Manager, Charlene led a team of three assistants as well as marketing contacts in each location across Canada, providing event-planning, marketing and sales materials and extensive services and support to 18 office locations and close to 300 Investment Advisors.

Achievements

- Successfully guided the organization through a merger and led re-branding, marketing, training and communication responsibilities
- Produced, marketed and managed annual sales campaigns and motivated Investment Advisors to challenge themselves and become successful
- Completed Canadian Securities Course and worked as a busy investment broker's assistant before moving into middle management

<p style="text-align: center;">Attributes</p> <hr/> <p style="text-align: center;">Effective Leader Skilled Trainer Strong Communicator Natural Activator Calm under pressure</p>

Town Councillor, Town of Gibsons

www.gibsons.ca

Best Coast Initiatives (February 2010 – Present)
Council Liason, Economic Development Committee

Sunshine Coast Tourism (2008 to Present)
www.sunshinecoastcanada.com
VP Marketing (2010 – Present)

Gibsons Chamber of Commerce
Council Liason (December 2011 – Present)

VOICE on the Coast, an Advocate for the Younger Generation on the Sunshine Coast
Council Liason (December 2011 – Present)

Reputation
Community Leader
Mentor
Visionary
Team Player
Fearless
Action-Oriented

Program Oversight Experience

Women of the World (January 2009 – March 2010)

www.burnabyfamilylife.org/wow.htm

Program Coordinator

As program coordinator, responsible for the organization, promotion and development of this six-month women's mentoring program.

Achievements

- Securing partnerships with key agencies and businesses to assist with the delivery of this program
- Designing, implementing and reviewing the application process for potential mentors and mentees and determining the most suitable matches
- Event organization and promotion of four community events for women focused on professional development, networking, women's leadership, celebrating diversity and community inclusion
- Reporting to an advisory steering committee

Talents
Securing collaborative partnerships
Process Design & Implementation
Event Management
Grant Writing
Networking
Social Media
Team Leadership

Daycare Garden Project (March 2009 – present)

www.burnabyfamilylife.org/wow.htm

Project Coordinator

As project coordinator, is responsible for funding development, sponsorships, project management and promotion of this innovative project.

Achievements

- Secured full funding
- Secured a growing list of sponsors and donors
- Developed concise, attractive communications campaign
- Currently researching the possibility of creating a prototype or template to share with other daycares within BC, Canada and North America.

Strengths
Effective Communicator
Relationship-BUILDER
Multi-Tasker
Passionate Networker
Team Player

Program Oversight Experience, continued

Sunshine Coast Charity Golf Tournament (Summer 2009), Co-Chair and Event Coordinator

<http://www.csj4achange.com/events/golf.html>

As the Co-Chair and Event Coordinator for this inaugural initiative, Charlene led a team of volunteers through every aspect of the event-planning process: organization, promotion, sponsorships, logistics, registration and follow-up.

The 19th Hole (May 2009 – October 2009)

<http://www.kidsupfront.com/VAN-19thHole.htm>

Event Coordinator, \$40,000 Fundraiser

As event coordinator, taking a vision that has been in the making for two years and launching it into fruition at The 19th Hole fundraiser October 29th.

Training/Talent Development

Charlene has an acute ability to recognize talent and potential then create transformational experiences with opportunities for development, refinement and expansion.

Social Enterprise Meet-UP and Camp!

<http://www.csj4achange.com/wp/bcs-first-social-enterprise-meetup-camp/>

Working with Enterprising Non Profits to bring three exciting social enterprise events to life in the Fall 2010 as well as BC's First Ever Social Enterprise Camp on the Sunshine Coast in 2011.

INFUSION 2011 (October - present)

www.infusionsunshinecoast.ca

A series of Coast-wide, cross-organizational, multi-sector events with the purpose of increasing unification and raising energy on the Sunshine Coast!

Celebration of Excellence for Sunshine Coast Volunteers (April 17th, 2010)

www.scvolunteer.com

The evolution of the *Awards of Excellence for Sunshine Coast Women* (2008), the Sunshine Coast's First Coast-Wide Gala to honour volunteers, a bi-annual event.

2009 Social Enterprise Forum (May 2009)

<http://www.csj4achange.com/events/forum.html>

A half-day community leadership conference uniting non-profits, private and public sectors. Sponsored by Enterprising Non Profits. Featured 'speed-dating' small group booth visits, a panel discussion, networking opportunities, and presentations on Social Enterprise, Social Impact, Social Media and Social Responsibility.

Becoming SHE (February 2009)

<http://www.miss604.com/2009/01/becoming-she-2009.html>

A one-day women's leadership extravaganza featuring four global leaders: Hazel Henderson, Riane Eisler, Nancy Rivard and Nancy Roof via Skype.

Creating Synergy, Celebrating History (December 2008)

A one-day community leadership conference for non-profits and their volunteers.

The CSJ Approach 4A Change

Charlene has developed *THE CSJ APPROACH 4A CHANGE*, a motivational and transformative change program utilizing active wellness and NLP principles and has shared this program through numerous presentations and workshops, including the YWCA Annual Volunteers Retreat and the Every Woman of the World Conference.

Fostering Networks/Communities

Charlene is a natural networker and connector, engaging supporters with ease as she presents people with inspiring opportunities for growth and change. She initiated the following:

Summer Celebration & Blanket Party (Sept 2008 /June 2007)

A charity event for women: inspirational speakers, music, great food and socializing.

The Awards of Excellence for Sunshine Coast Women (now The Awards of Excellence for Sunshine Coast Volunteers) (January 2008 - present)

A bi-annual recognition program celebrating women and their contributions to our community.

Exceptional Women's Network (October 2007 to present)

A unique and inspiring support, mentoring and networking vehicle for entrepreneurs, business owners, professionals, and mothers.