

MONIQUE M. FINLEY

21 CHARLOTTE COURT, WELLAND, ONTARIO L3C 1P4 T. 289-968-0565 MONIQUEMFINLEY@OUTLOOK.COM
COMPREHENSIVE E-PORTFOLIO MONIQUEMFINLEY.WEEBLY.COM

AREAS OF SKILL AND EXPERTISE

- ACCOMPLISHED ADULT EDUCATOR
- BUSINESS/OFFICE MANAGEMENT EXPERIENCE
- EMPLOYEE MOTIVATOR
- SALES AND MARKETING AWARD WINNER
- PROFICIENT IN BUSINESS WRITING AND DOCUMENT DESIGN
- TEAM DEVELOPER
- EXCELLENT COMMUNICATION SKILLS
- OUTSTANDING INTERPERSONAL SKILLS
- STRONG ORGANIZATIONAL SKILLS
- LEADERSHIP QUALITIES

EDUCATION AND PROFESSIONAL DEVELOPMENT

MASTER OF BUSINESS ADMINISTRATION

Brock University, St. Catharines, Ontario
Beta Gamma Sigma Recipient

Graduated June 2011 - A average

BACHELOR OF ARTS DEGREE (1982)

Major - Psychology
Carleton University, Ottawa, Ontario

ADULT TEACHING AND LEARNING EXPERIENCE (2009-2010)

Niagara College's Centre for Educational and Professional Development

- Part-time Teacher Development Certificate
- Hybrid Education Certificate
- Wikis, Blogs and Discussion Boards
- Blackboard Strategies

OFFICE ADMINISTRATION RELATED ADDITIONAL COURSES

- Microsoft Office
 - Word, Excel and PowerPoint
- McLuhan & Davies Business Writing
- IWCC Business Writing
- Ed Shiller – Effective Public Speaking

INTERPERSONAL SKILLS TRAINING (2000-2004)

- Francorp, Chicago Ill. – Franchise Sales Strategies
- Queen's Executive Development Center – Leadership & Team Effectiveness
- Glaxo Wellcome - Sales Competency Development Workshop
- Glaxo Wellcome - Work/Life Balance

SCIENCE/MEDICAL TRAINING (1987-1995)

Brock University – Biology

Operation and management of:

- Physicians' office
- Hospital protocol
- Pharmacy

Accredited Pharmaceutical Medical Requirement Courses (1987-1990):

- Infectious disease
- Gastrointestinal disease
- Asthma
- Migraine

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POST SECONDARY ADULT TEACHING EXPERIENCE

TAUGHT IN BUSINESS, OFFICE ADMINISTRATION, ENGLISH DEPARTMENTS OF NIAGARA COLLEGE
CO-ORDINATOR OF GENERAL BUSINESS DEPARTMENT (MAY 2019-PRESENT)
PROFESSOR SALES/MARKETING/ENTREPRENEURSHIP BUSINESS FACULTY (SEPTEMBER 2019-PRESENT)
CO-ORDINATOR OF OFFICE ADMINISTRATION DEPARTMENT (JANUARY 2009-DECEMBER 2015)
PROFESSOR OFFICE ADMINISTRATION AND BUSINESS FACULTY (JANUARY 2009-SEPTEMBER 2019)
Niagara College of Applied Arts & Technology, Niagara-on-the-Lake, Ontario

- Created/reimagined on-line curriculum delivery for both sales and marketing courses
- Designed and delivered curriculum in Business(Sales and Marketing), Office Administration Departments
- Provided engaging and stimulating learning experiences to both large and small student groups
- Integrated web-based technologies to support multiple learning styles
- Created then delivered Presentation Skills CAPA 1142 and Professional Selling I and II and Marketing in a hybrid learning model
- Organized lesson plans utilizing effective motivational instructional
- Assessed and evaluated student performance at the college and university level

INSTRUCTOR/TEACHING ASSISTANT, BUSINESS FACULTY

Brock University, St. Catharines, Ontario

(SEPTEMBER 2010- PRESENT)

- Designed and taught MKTG 3P24 Marketing Management F2020
- Designed and taught MKTG 2P51 Marketing Basics F2014-F2020
- Designed and taught MKTG 2P52 Marketing Management W2014-W2019
- Lead 20+ undergraduate seminars (Business Ethics), ETHC 3P82
 - Supported learning objectives of Professor by developing interactive seminars

COMMUNITY, CONFERENCE AND WORKPLACE EDUCATION

(JANUARY 1995-MARCH 2000)

- Participated in the Rethink Sales Conference May 2019
- Presented over 80 health education seminars on migraine, asthma and/or smoking cessation to groups from 5-100 throughout workplaces in Toronto, Hamilton and Niagara region
- Guest speaker at many medical conferences regarding the analysis and management of workplace health
- Trained 24 franchisees on sales, marketing and employee hiring and retention
- Organized and facilitated three national Franchise conferences

PROFESSIONAL EXPERIENCE

PROFESSOR

Niagara College of Applied Arts & Technology, Niagara-on-the-Lake, Ontario

JANUARY 2009-PRESENT

Coordinator of the Office Administration Department and General Business Department

JULY 2011-PRESENT

Brock University, St. Catharines, Ontario

SEPTEMBER 2010-PRESENT

Able to teach a broad and varying range of subjects across multiple departments, adapting to the needs of students and administrators, delivering well received lessons (face to face, hybrid and on-line) and experiences.

- Prepared and taught dozens of courses in the Business, English and/or Office Administration Departments (Niagara College); English, Ethics and Customer Service, Macroeconomics, Organizational Behaviour, Microsoft Excel, Presentation Skills, Professional Selling I and II and Marketing
- Brock University: Marketing Mgmt. MKTG 2P52, MKTG 3P24, Marketing Basics MKTG 2P51, Business Ethics 3P82

DIRECTOR OF FRANCHISE SALES AND MARKETING

MARCH 2000- SEPTEMBER 2009

Niagara Business Brokerage Corp. St. Catharines, Ontario

As co-owner, established Niagara Business Brokerage as a firm that coordinated the marketing and sale of small-medium sized businesses (including franchises) to qualified buyers. Recruited 24 franchisees across Canada and four US states.

- Managed and organized corporate-owned facilities in both Canada and the United States
- Analyzed different franchise business models, industry trends and retail buying patterns resulting in the ongoing reinvention and improvement to strategic methodologies
- Designed and published comprehensive manuals governing franchise operations in areas of sales, marketing and human resources
- Designed and produced multi-national corporate web site and all marketing materials (print, radio and television)
- Trained 24 independent franchisees in diverse areas relating to sales, marketing, entrepreneurship, staffing, and general office management

MANAGER/CONSULTANT OF HEALTH STRATEGIES – ONTARIO

JANUARY 1995-MARCH 2000

Glaxo Smith Kline Canada Inc., Mississauga, Ontario

Directed the development of the newly established Health Strategies Department (Ontario) for this world ranked pharmaceutical company. Partnered with private sector stakeholders in an effort to manage workplace health thus minimizing absenteeism due to illness.

- Established unconventional, unprecedented partnerships – between a pharmaceutical company and influential Canadian employers: Nortel, City of Mississauga, Canadian Tire Acceptance, Metro Toronto Police, Brock University, Xerox, Dofasco, Dana Canada, Lincoln County Board of Educations
 - Earned customer trust by acting with honesty, integrity and professionalism
 - Partnership collaboration lead to landmark best practices connecting workplace health and increased workplace productivity
- Established ‘best practices’ for all tools and strategies used to improve workplace health:
 - Developed various workplace health data analysis initiatives
 - Launched a software program that helped analyze workplace health issues
 - Delivered employee education programs for private/public sector Human Resource Managers of large Ontario based employers
- Analyzed and interpreted complex prescription medicine data and employee absenteeism data of clients’ workplace then created a customized employee education strategy addressing the issues unearthed
- Planned, helped write, designed then taught the *Inspire* series of health education workshops for employee and community groups throughout Ontario (four modules):
 - Take Control of Your Health, Migraine, Smoking Cessation and Asthma Management
 - Series brought international recognition to the department

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PHARMACEUTICAL SALES REP. NIAGARA/BRANTFORD

JANUARY 1986-JANUARY 1995

Glaxo Smith Kline Canada Inc., Mississauga, Ontario

- Participated and lead many sales training exercises from 1986-1995 for new employees
- Coached, empowered and trained the new sales representatives towards achieving their best results
- Earned prestigious President's Award seven times for outstanding performance, initiative, leadership and sales performance

MANAGER OF THE CANADA EMPLOYMENT CENTER FOR STUDENTS JANUARY 1983-JANUARY 1986

Employment and Immigration Canada, St. Catharines, Ontario

- Responsible for all management functions for employment center: hired staff (8), trained staff, interfaced with clients and customers, set up all office policies and procedures

ASSISTANT TO GILBERT PARENT, MEMBER OF PARLIAMENT

JUNE 1980-JANUARY 1983

Welland Riding, Welland, Ontario

- Performed all administrative duties required to service the Member's constituency and manage his timetable

COORDINATOR WELLAND FOOD DRIVE (VOLUNTEER)

2006 - PRESENT

COMMITTEE MEMBER (VOLUNTEER)

2003 - 2005

- Lead core committee (10) in city wide initiative to collect food for the three food disseminating charities in Welland; Hope Center, Salvation Army and Open Arms Mission
 - Organized and promoted the Food Drive as well as recruited and coordinated volunteers (over 450 in total) in the collecting/sorting of over 35 tons of food
- Awarded the prestigious Paul Harris Fellowship Award (2015) from Welland Rotary Club
 - An award given to a Welland community leader

AWARDS AND RECOGNITION

2021 NIAGARA CHAMPION AWARD. A Niagara Champion is *staff or faculty who have gone above and beyond their duties and consistently helped in student recruitment efforts while contributing to the positive invitational atmosphere that exemplifies Niagara College.* Ian Aikenhead, the Student Recruitment Manager stated, "Monique played a pivotal role contributing to success in student recruitment by contributing exemplary work in planning and executing recruitment events. She showed an extraordinary ability to demand and maintain prospective student's attention, thus influencing prospective students and their influencers.

2014 THE PAUL HARRIS FELLOW AWARD from the Rotary Club of Welland for my involvement in the Welland Food Drive. The Paul Harris Fellow Award is the highest honour a club can bestow on a person, either inside or outside the club. The award therefore acknowledges "service above self" which that individual has offered to their community, their nation or indeed to the world. Paul Harris was the founder of Rotary and this award program was created to fund many Rotary Foundation programs.