

PROFESSIONAL EXPERIENCE

Nurses and Nurse Practitioners of British Columbia

Vancouver, BC

Manager, Membership & Engagement

January 2025 - February 2026

- **Lead province-wide membership strategy serving 25,000+ nurses across multiple designations**, driving recruitment, engagement, and retention.
- **Own the member value ecosystem, cultivating partnerships and sponsors** that expand benefits, elevate experience, and strengthen organizational impact.
- **Direct the annual renewal campaign**, leveraging segmentation and targeted outreach to achieve 100% retention and participation.
- **Oversee CRM governance and lifecycle operations**, improving data integrity, reporting accuracy, and service delivery across onboarding and renewals.
- **Provide strategic direction for flagship engagement programs**, including the Nursing Awards Gala, ensuring alignment with organizational goals and member impact.
- **Translate member and market insights into actionable recommendations** that inform strategic and operational planning.
- **Manage portfolio budgeting and financial administration** for membership and engagement initiatives.

Urban Development Institute

Vancouver, BC

Member Relations Manager

January 2025 - February 2026

- **Drive member satisfaction, engagement, and retention by serving as the primary point of contact for over 700 corporate members and over 6,500 individual members** across residential, commercial, and industrial development sectors, delivering timely support, personalized service, and consistent relationship management that strengthens long-term member value.
- **Built and documented the organization's core membership infrastructure by developing end-to-end membership workflows**, including membership and event accounts receivable, supported by detailed process flowcharts that introduced structure, clarity, and consistency where none previously existed.
- **Spearheaded membership optimization initiatives by conducting a full audit and cleanup of the membership CRM**, significantly improving data accuracy and integrity while strengthening reporting, forecasting, segmentation, and targeted engagement across the organization.
- **Developed and implemented key membership tools**, including standardized reporting templates and core communication assets for membership and events, streamlining internal processes and delivering a smoother, more consistent member experience that increased engagement.
- **Analyze and report on membership performance and engagement metrics**, translating insights into actionable recommendations that support growth, retention, and continuous improvement.
- **Collaborate with the events team to deliver high-impact networking events, educational seminars, and member-focused programming**, strengthening industry relationships and reinforcing UDI's position as a thought leader.
- **Ensure seamless cross-functional coordination between internal teams for membership and event logistics**, improving operational efficiency and elevating the overall member experience.

MPS Executive Suites

Vancouver, BC

Marketing Lead & Association Management

June 2022 - December 2024

- **Founded and led the company's marketing function with a \$0 budget**, delivering end-to-end strategies and service launches that increased sales, brand awareness, and customer satisfaction.
- **Developed and launched 4 new product lines** through market and competitive analysis, unlocking new revenue streams and customer segments.
- **Grew social media presence by 400% in two years** through multichannel campaigns, strengthening engagement and public visibility.
- **Modernized brand identity across web and marketing assets**, improving consistency and driving measurable increases in audience interaction.
- **Improved operational efficiency by automating manual processes, reducing processing time by 40%** while increasing data accuracy and internal effectiveness.
- **Transformed a provincial conference, doubling revenue and achieving a five-year profit high** through program redesign, sponsor growth, and technology modernization.
- **Implemented a new membership system that streamlined applications and engagement, increasing retention by 90%.**
- **Continued executing duties from the previous role below.**

Association Management and Administration

March 2021 - May 2022

- **Strengthened board and stakeholder relations** by developing strategic communication plans, facilitating high-impact meetings, and acting as a key liaison, driving collaboration and advancing strategic initiatives.
- **Enhanced the membership experience** by optimizing the application, renewal processes, and member services, leading to streamlined operations and increased member retention and satisfaction through proactive support.
- **Increased financial accuracy and transparency** by overseeing budgeting, reporting, and cost analysis, effectively managing expenses and funding, and supporting strategic decision-making with detailed financial insights.
- **Elevated digital presence** by managing social media, website, and digital publications, significantly enhancing online visibility and member interaction, and fostering a stronger digital presence.

INTACT Insurance Company

Vancouver, BC

Accounting Services Representative (Accounts Receivable)

January 2020 - February 2021

- **Ranked in the top 1% of performers across Canada**, showcasing unparalleled efficiency and productivity, and setting new benchmarks in performance excellence.
- **Engineered and implemented a streamlined email management workflow** for the Accounts Department in the Western Region, improving processes and dramatically enhancing team efficiency and customer service quality.
- **Resolved 1,000+ email requests in less than a week**—a task that previously required a team of 10—by expertly handling 150-250 email inquiries daily and delivering fast turnaround times per phone call.
- **Enhanced accuracy and timeliness in accounts receivable processing**, reducing errors and optimizing the handling of high-priority transactions.

EDUCATION

Master of Publishing, *Simon Fraser University*

Vancouver, BC (2017-2019)

Bachelor of Accounting, *University of Surabaya*

Surabaya, Indonesia (2013-2017)

SKILLS

Languages: Fluent in English, Bahasa Indonesia | Conversational in Malay

Technical Skills: CRM & databases, graphic design, web design, basic HTML/CSS, basic photography & videography

Software: WordPress, Adobe Photoshop, Canva, Mailchimp, Asana, EventBrite, HubSpot