

Brianne Fick

Christchurch, New Zealand

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I am a highly creative and strategic thinker, with a positive energy and a drive to have impact. As an introverted extrovert, I have exceptional interpersonal skills and get excited by connecting and coaching people. I match the communication styles of my audiences, and work with them to explore others' perspectives. By incorporating typically disassociated fields together I help people glean new insights into projects.

As Citycare's Marketing & Innovation Advisor, I work with the Executive Leadership team and Senior Managers to shape the direction of Citycare's Innovation programme, and guide and mentor a diverse range of Citycare employees to develop business improvement ideas. I create opportunities for employees to become more innovative by conceiving and facilitating challenges, workshops, and incubation programmes. I work to foster relationships between Citycare employees and stakeholders from New Zealand ecosystems in tech, social enterprise, entrepreneurship & start-ups, green spaces and local food, infrastructure, and community groups and not-for-profits.

With two failed start-ups in my portfolio, I can speak to the entrepreneurial journey. My interest in the overlap of entrepreneurship and education first activated during my time with the Ministry of Awesome. As lead facilitator of the Lab5 programme, I enjoyed combining my education and my entrepreneurial experiences to support young people in developing ideas with impact.

When I am not at Citycare you can find me facilitating and volunteering at various events in Christchurch. In the last couple of months of 2019 I have been spending my time:

- planning and facilitating Micro-Credentials workshops alongside [Learning Cities Christchurch](#)
- was part of the core volunteer organising committee for [TEDx Christchurch](#)
- managed the registration desk for the [Canterbury Tech Summit](#)
- spent two days mentoring for the [BOMA EdFellows Accelerator Programme](#)
- co-facilitated BOMA's session 'Exponential Change, Futurism and Limitless Possibilities' at the most recent [UCE Impact Summit](#)
- facilitated a break-out session at the upcoming [Future Of Learning Conference](#) on 'Engaging a national workforce to accommodate for a changing landscape'
- participant in an 8-month Leadership Cultivator Programme ([Leadership Lab: LinC Project](#))

I'm always open-minded and enthusiastic to share ideas and collaborate on a wide array of sustainability or technology-led topics.

Regards,



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Profile

I work in creating a more sustainable future through business. With over seven years of international experience I have worked across Marketing, Education, Agriculture, Software, Social Enterprise, and not-for-profits. I have grown into my niche of using engagement and design to drive business outcomes in sustainability, culture and innovation, digital engagement, and stakeholder management.

Education

Saskatchewan Institute of Applied Science and Technology / Saskatchewan Polytechnic

New Media Communications Certificate	2009
Media Arts Production Certificate	2010

First Nations University of Canada federated with University of Regina

BEd Secondary Indigenous Education // UNFINISHED
Mrs. J.W. Smith (Leadership) Scholarship - 2013 Fall

Work Experience

Citycare Group	Current Employment – Fulltime, Permanent
Christchurch, Canterbury	
Marketing & Innovation Advisor	August 2018 – Present
Marketing & Business Development Support (Oct 2017)	October 2017 – July 2018

My internal Citycare stakeholders' span across 18 national locations and include: Governance, Technology, Finance, Business Development, Health and Safety, and span each of the three Citycare Operational Sectors - Civil, Water, and Property

Projects areas:

[Ideas Suite](#) – Company Innovation Programme

- Conceive and facilitate challenges, innovation workshops, and idea incubation programmes
- Engage all levels of internal stakeholders, ranging from Executive Leadership Team, Senior Managers, Supervisors, Field Engineers and Laborers
- Plan and implement internal marketing and engagement strategy to encourage employees to participate in idea programmes
- Conceive and facilitate challenges to create opportunities for external stakeholder engagement and collaboration with clients, councils, and our shareholder Christchurch City Holdings
- Ongoing follow ups, throughout the programme with the executive sponsors, managers, mentors and idea owners to identify what went well and what could be improved
- Work with Citycare Technology team for platform technical stand-up, SSO, and Azure integrations

- Ongoing platform and programme management

Marketing & Communications

- Support brand strategy and advise on areas to build the brand. Ensuring brand is always appropriately used and applied.
- Develop, maintain and review digital and online marketing collateral and channels
- Develop and maintain the systems and processes to support the sectors marketing requirements

Business Development & Digital Tools

- Create digital content in line with our business requirements (relevant application of CRM)
- Advise on all digital and online marketing support content and channels for Citycare Group company-wide
- Advise on the use and application of relevant business software and tools (ie. Microsoft O365 and SharePoint Online)

Community Guardians

- Develop and maintain relationships with external businesses, social enterprise, not-for-profit and community organisations, schools and education, Clients and Councils, Tech, and Start-ups
- Support the design of the community-action delivery model
- Help in the development of a new digital badging and micro-credential learning recognition platform
- Plan, support and monitor delivery of operational projects

Events, Expos, and Partnership Events

- Co-ordinate event logistics and Citycare's presence and supporting collateral in expos and partnership events (ie. Women in Infrastructure, Te Putahi/FESTA, Smart Christchurch Innovation Expo)
- Liaise with Sector teams to ensure Health and Safety compliance, and network connectivity requirements

[Ministry of Awesome](#)

June 2017 – September 2017

Christchurch, Canterbury

Instructor, Fixed Term

- Lab5 Social Entrepreneurship program for Christ's College
- Week-long programs, groups of sixteen year 10 students per week
- Plan and shape educational materials about entrepreneurship, social and global issues
- Create and maintain a learning space for trialing and experimentation
- Head Instructor for final term of 2017

[Honest Veg](#)

March 2016 – August 2017

Kaiapoi, Canterbury

Digital Development, Marketing, Growth & Operations Manager

- Brand development
- Graphic design & content development
- Website UX, UI, and administration
- Stand-up of an international e-commerce integration
- Business Development and strategic partnerships
- Customer service & relationships
- Marketing & customer engagement strategy
- Farm operations management and duties

Local Quinoa
Christchurch, Canterbury

August 2016 – October 2017

Product Owner

- Brand development
- Product package design
- Product supply chain & procurement
- Product supply line packaging and storage
- Website design
- Graphic design & written content development
- Strategic partnerships & advertising
- Sales materials and sales representative
- Wholesaler relationship management
- Social media manager

SJM Consulting LTD / 8088 Software
Saskatoon, Saskatchewan

June 2016 – December 2017

Business Intelligence and Marketing Intern

- Business Intelligence for small farm economics and logistics
- Co-development and application of enterprise resource planning system (ERP)
- Cloud based application for small market farm management

Rural Exchange New Zealand
Kaiapoi, New Zealand

August 2015 – October 2016

Marketing Assistant & Lead Farm Assistant

- Split duties between office and farm
- Media design (website, digital advertising, form design)
- Data entry
- Planting and maintaining market vegetable garden
- Organizing and selling of vegetables at local markets
- General farming duties

Pleroma Landscaping and Horticulture
Regina, Saskatchewan

April 2015

Contract Graphic Designer

- Logo design
- Print media
- Business cards, wearable branding, vehicle signage

International Rural Exchange Canada
Alameda, Saskatchewan

May 2014

Contract Promotion Specialist

- Videography, editing, and production

Street Culture Project
Regina, Saskatchewan

January 2014 – December 2014

Case Worker, House Mentor

- Mentoring high-risk youth
- Guiding life skills development
- Planning skill-building activities
- Developing stable, lasting relationships with disadvantaged demographics
- Ensuring health and safety of youth and staff
- Evening and weekend house manager

Special Olympics Saskatchewan
Regina, Saskatchewan

May 2013 – September 2013

Program/Operations - Marketing Assistant

- Helping in the planning and executing of the Special Olympics Saskatchewan 2013 & 2014 Summer Games
- Promotional content development
- Co-ordinate technical documents and information packages for provincial teams
- Tracking certifications of coaches, athletes, volunteers

Nurse Next Door
Regina, Saskatchewan

January 2013 – February 2014

Care Giver

- Developing stable, lasting relationships with elderly, and disabled peoples
- Planning and facilitating care programs for home support and resident care
- Companionship

#703 Optimist Air Cadet Squadron
Royal Canadian Air Force (CIC)
Regina, Saskatchewan

January 2013 – December 2014

Officer (O/Cdt)

- Working with youth ages 12-18
- Create and maintain training plan and schedule (similar to school curriculum)
- Instruct classes for a variety of different topics (leadership, drill, citizenship, survival, etc.)
- Act as main liaison between cadets and officers
- Supervision and instruction of teenagers ages twelve to eighteen

Personal Development: Events, Speaker Opportunities, Facilitation & Volunteering

Future of Learning Conference 2018 Volunteer Facilitator <ul style="list-style-type: none">coaching and mentorship for youth idea development 2019 Speaker <ul style="list-style-type: none">business transition: Engaging a national workforce to accommodate for a changing landscape	2018 & 2019
UCE Impact Summit Volunteer Session Facilitator <ul style="list-style-type: none">BOMA Exponential Change, Futurism, and Limitless Possibilities	2019
Canterbury Tech Summit Registration Desk Lead	2019
Learning City Christchurch Volunteer Facilitator <ul style="list-style-type: none">Microcredentials Meet-ups (x2)	2019
Fly the Rood Volunteer Master of Ceremonies	2019
BOMA EdFellows Accelerator Programme Mentor <ul style="list-style-type: none">Idea development support for Education FellowsSubject matter support with Microcredentials, Design Thinking, and UN Sustainable Development Goals	2019
TEDx Christchurch Volunteer Streaming Parties Coordinator <ul style="list-style-type: none">Work with streaming locations to ensure audio/video streaming capabilities complianceProduce briefing pack and compile pre-approved video bank for breaksOngoing communication with parties during the event	2019
Global Shapers – Christchurch Chapter General Member	2019
Pecha Kucha 2019 Volunteer 2018 Speaker <ul style="list-style-type: none">Gender Bias and Technology	2019
Social Enterprise World Forum Volunteer Tour Guide	2017
Telemiracle Saskatoon and Regina Saskatchewan Production Volunteer <ul style="list-style-type: none">Annual televised fundraising eventHard camera operator, on-stage camera assistanceOn-air audio assistant	2008 - 2015

Additional Training, Certifications & Awards

[LinC Project](#) – Cultivator Programme

Thriving leaders in flourishing communities

April 2019 – December 2019

[Dare to Lead™ Participant Certification](#)

Certified Dare to Lead™ Facilitator : [BOMA NZ](#)

Nov 2019

Rotary Youth Leadership Award

Sunrise Rotary Sponsorship, RYLA leadership training

February 2018

Occupational Aquatic Safety Training

Life Saving Society

May 2014

University of Regina Undergraduate Award

J.W. Smith Scholarship for Female Leadership

September 2013

Certificate of Training in Principles of Healthy Child Development

High Five™ Training Program

June 2009 Training

Play Leader Certificate

Saskatchewan Parks and Recreation Association

July 2009