

Diversity, inclusion and anti-oppression Community advisory committee

Jon Higgins

London Ontario N5X 0E2 yes yes oh oh yeah

Experience and qualification

- Voting Member of City of London's Community, Disability and Inclusion Strategy.
Nov. 2016 – Feb. 2019
- Awarded for excellence in community involvement.

I am experienced supporting neurodivergent individuals, such as autism, ADHD, and other neurological disorders. For three years, I was employed as an Independent Consultant for Star Forrest. I specialized in equity, diversity, inclusion, disability claims management, corporate culture, and AODA. I utilized B2B and analytical knowledge to create and maintain an on-line news/ social media content. I was able to utilize my knowledge of videography to produce a presentation on the importance of hiring individuals with physical disabilities.

What do you hope to contribute or learn as part of a Community Advisory Committee?
(max. 250 characters)

I have a physical disability and have been able to utilize my knowledge of it to embody equality, diversity, and inclusion awareness. As a member of the advisory committee, I would like to further my community involvement and volunteer skill set. Having had experience with the disability-related London community, I would like to further my knowledge of it as well as gain unique insights into the matter.

We value the contributions of Londoners with diverse experiences and welcome applications from individuals who share our commitment. Please describe how your work, community or lived experience will enhance these efforts through Community Advisory Committee work. (max. 3000 characters)

Since I am a member of the physically challenged community and have worked as an independent consultant, I have utilized the characteristics of Community involvement and disability-related knowledge acquisition.

I have written a number of disability-related articles for the London Free Press.

Jon Higgins BA, MFA

INTRODUCTORY PROFILE

- My work excels in both an individual and collective atmosphere. I have demonstrated the ability to perform above and beyond client expectations in complex, multi task, dynamic, fast pace, priority-based, and deadline driven business situations

AREAS OF EXPERTISE

- I have extensive knowledge of marketing, communication, CRM, sales, eCommerce, journalism, managing digital marketing, social media, campaign/project management, and client acquisition.

TECHNICAL KNOWLEDGE

- MS Office Suite, MS Power BI, Internet applications.\ software, Adobe Creatives Suite, Google Target, Google Analytics, Google Adwords, and Salesforce.com.
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JOURNALISTIC ARTICLES

- Film Critic **Middlesex Banner** – Alsia Craig, ON. Aug. 1999 – Aug. 200
- Entertainment Reporter **Regis (King's College)** – London, ON. ept. 1999 – Apr. 2000.
- Entrainment Reporter Gazette (Western University) – London, ON Oct. 2000 –Apr. 2001.
- Entertainment Reporter The Beat – London, ON. Aug. 2010 – Oct, 2010.
- Freelance Journalist Sports Net Magazine - Chatham, ON. Jun. 2015
- <https://www.canadianbaseballnetwork.com/canadian-baseball-network-articles/jon-higgins-moseby-created-memories?rq=moseby>
- Freelance Journalist **London Free Press** (Arts & Humanities) – London ON. Jun, 1, 2012 – Present

EMPLOYMENT EXPERIENCE

SimSalabim (Out of Business) **Assistant Technical Provider/Marketer** – London, ON, Oct. 2017 - Dec. 2020.

- Managed team of two technical providers.
- Optimized, updated, and maintained Facebook pages, YouTube/ Vimeo videos, Twitter channels, and created and maintained online news content.
- Utilized administration, B2B, and CRM expertise as well as executed numerous social media campaigns, which resulted in a 9.5% increase in sales.
- Gathered relevant data and analytical material and presented them to clients in a coherent and impactful manner.

Star Forrest (Out of Business) **Independent Consultant/Marketer**– London, ON,

Aug. 2015 – Mar. 2019

- Utilized videography knowledge to support presentations to numerous companies.
- <https://vimeo.com/131654566> (The password is Jon)
- Specialized in equity, diversity, inclusion, disability case/claims management, diversity recruitment. corporate culture, AODA, and supported indigenous and the LGBTQ+ community.
- Utilized fundraising knowledge. Executed B2B and analytical knowledge to create and maintain online news content.

Clique Communications Inc. (Contract Ended) **Production Manager** - Caledon, ON.

Jan. 2016 - Nov. 2017.

- As film director, I led a team of five individuals in the creation of a promotional video for the TeachAble Project.
- Utilized internal /external corporate communications, marketing knowledge, face-to-face/ B2B, client acquisition, videography, purchasing, office administration/clerical, social media, publicity,

internal/external writing, sales, IT support, data analytical skills, eCommerce, campaign/ event management, and superior customer service.

- Maintained online news content and executed AODA, diversity recruitment, and fundraising knowledge.
- Utilization of social media, internal/external communication, and fundraising knowledge.

Ontario Government (Contract Ended) **Filmmaker/ Marketing** – Toronto, ON, Jan. 2014 – May 2015.

- Managed a team that was responsible for the completion and delivery of numerous online videos.
- Provided internal /external corporate communications, marketing campaign management, copywriting, PR, social media marketing, CRM, face-to-face client interaction, B2B, inventory regulation/management, purchasing, analyst support, research, exterior/inside sales, IT, advertising, event planning, office administration/clerical, digital publishing, buyer eCommerce, event management, fundraising, and utilized diversity recruitment and AODA knowledge. Worked with members of the indigenous and the LGBTQ+ community.

Barking Hill Farm & Kennel (Out of Business) **Advertising/ Marketing Associate** – Exeter, ON, Sept. 2013 – Apr. 2014.

- Responsible for the completion and delivery of marketing and social media campaigns, which led to a 32% increase in website traffic.
- Utilized internal/external communication pay roll, administrative, research, data analysis, customer face-to-face/ CRM, digital publishing, buyer, PR, office administration/clerical, copy/report writing, IT, project/ supply chain management, acquisition, event planning, eCommerce, and fundraising.

Soulfulencounter.com (Out of Business) **Marketing/Advertising Associate** – London, ON Sept. 2009–Oct. 2012.

- Responsible for selling online advertising space on company website and providing internal /external
- Utilization on social media, internal/external communication, and marketing experience, which resulted in a 18.5% increase in sales and online subscription.
- Utilized social media marketing, inventory regulation, PR, CRM, client acquisition, office administration/clerical, B2B, face-to-face customer interaction, copy/ report writing, eCommerce, publicity, research, IT, event planning, fundraising, no, diversity recruitment/claim management, and an emphasis of fundraising skills.

National Ataxia Foundation Conference (Contract Ended) **Filmmaker/ Marketer**- Las Vegas, NV. Jun, 2008 – Sept. 2008

- <https://vimeo.com/877752332?share=copy> (password is Maulall15).
- International Student services utilization and taught seminar.

Stream Global Services, (Out of Business) **Tech Support/Marketing** – London ON. Oct. 2005 – Mar. 2007.

- Utilized internal/external communication and marketing techniques to provide technical desktop support, inbound calls, and sold Internet subscriptions, wrote reports, and created/maintained online news

3M Canada (Summer Internship) **Regulatory Services**– London, ON May 2005 Sept, 2005.

- Maintained a MSDS database, utilized data analytical knowledge, inventory regulation, and assisted with the creation of a webpage for the Regulatory Services division.
- Extensive experience gathering, analyzing, and organizing documents as well as presenting large volumes of information. Volunteered for diversity committee.

EDUCATION

- NPower Canada **Google IT Support Proteosomal Certificate** –Toronto, ON, Oct. 2021- Feb 2021
- Ryerson University **Masters of Fine Art with a specialization in Marketing** – Toronto, On Sept. 2013 – Oct. 2015
- Western University (Post Grad) **Creative Writing** - London, ON Sept. 2010 – Apr. 2011

VOLUNTEER EXPERIENCE

- Voting Member of City of London's Community, Disability and Inclusion Strategy. Nov. 2016 – Feb. 2019
 - Provided diversity recruitments and awarded for excellence in community involvement.
- Independent Filmmaker – London, ON Sept. 2008 – Present