

City of London - Application for Appointment to City of London Community Advisory Committees

Application

Committee you are interested in serving on: **Community Advisory Committee on Planning**

If applying for the Accessibility Community Advisory Committee, please select: **No, I am not an applicant with a disability.**

If applying for the Ecological Community Advisory Committee, a professional designation, education or experience in related fields is a requirement based on the technical nature of the committee work. Please indicate your area(s) of expertise:

If you selected 'Other', please specify:

Contact Information

Name: **Tina Roberts**

City: **London**

Province: **ON**

Postal Code: **N6A 2H7**

Experience and Qualifications

If you have experience on a London Advisory Committee, please provide dates and details. (max. 250 characters): **Hello, I have no prior experience serving on a London Advisory Committee but am excited to participate in the near future.**

I am willing to learn and am confident I can be an asset. I consider my strengths to be my people and communication skills. This is evident through my prior experience in our city's recruitment industry where I regularly matched employers with talented employees. Also, I have years of hospitality beverage sales experience. My company, InSpiirit Inc., came to fruition prior to COVID-19. It is based on my desire to promote and support the Niagara Region where I grew up. InSpiirit represents several Niagara area wineries and facilitates sales to restaurants in London and the surrounding area.

My current role as a Real Estate agent with Keller Williams Lifestyles Realty provides me the unique perspective of working daily with residents of our city as they trade in real estate. I understand their needs, wants and challenges in relation to housing.

What do you hope to contribute or learn as part of a Community Advisory Committee? (max. 250 characters): **As a Real Estate agent in London, I am interested in learning more about the city's planning process and upcoming proposals for development. I am also extremely excited to broaden my horizons and participate in a new role. I am certain it would not only benefit my clients, but also my personal growth.**

I am passionate about London and excited for our city to grow and expand. From a housing perspective, I am particularly interested in all options that will provide affordable accommodations, rental options, as well as, new development in all forms (detached, semidetached, high rise, secondary suites, etc.) I am also interested in the correlation between housing and traffic flow.

My schedule is flexible and I can commit to attending meetings and volunteering as needed. I have strong organizational skills and am happy to assist in both meetings and events.

How will you support the work of a Community Advisory Committee? (max. 250 characters): **Knowing that the role of a Community Advisory Committee is to provide recommendations, advice and information to Council. I have a flexible schedule and I would be well suited to to support any administrative work, participate in regularly scheduled meetings and to complete any tasks as requested.**

Please describe additional experience, training, or community involvement that will help you in your role as a Community Advisory Committee Member. (max. 250 characters): **My degree is**

from Brock University in Business and Economics. I am a Licensed Real Estate Agent with Keller Williams Lifestyles, Brokerage here in London. I volunteered with Childreach locally for several years and assisted in their fundraising efforts as well as event organization.

LinkedIn profile

<https://www.linkedin.com/in/tinaroberts2020/>

Facebook profile

<https://www.facebook.com/TrustTinatoMoveyouForward>

Instagram profile

<https://www.instagram.com/trusttinaroberts/?hl=en>

Attach resume or other document here, if needed: **TinaRobertsResume.pdf**

Attach more files here, if needed:

Confirmations

I declare the following: **I am a resident of London. ; I am at least 18 years old.; I am not a City employee or Council member.; I understand that the commitment may be up to 4 hours per month to attend meetings and prepare.; I understand that my application and any attachments will be included on a public agenda that is published on the City website.**

To help inform our outreach activities, please tell us how you heard about this opportunity: (optional): **Social media**

If you selected 'Other', please specify:

Submitted on: **3/21/2022 7:21:02 PM**

Tina Roberts

London, ON

Summary

A passion for design, architecture and real estate has led me to combine two industries that I love. I am a Real Estate Agent with Keller Williams Lifestyles Realty, Brokerage. Selling or buying a home can be exciting, scary, frustrating, and sometimes all of these emotions at the same time. Helping clients through the process of realizing their home ownership dreams or investment goals is not just a job, it's a privilege and one I do not take lightly. Trust Tina to Move you Forward.

As a Niagara-on-the-Lake native, the Niagara region holds a special place in my heart. I have always had a keen interest in exceptional local wine, craft beer and food. InSpiirit focuses on representing Niagara's hottest small-batch wines, beers, and ciders. I will continue to support my wine, beer, and cider business customers, and can see the synergies in both businesses already - what better housewarming gift than a case of wine? I would love the opportunity to help you elevate your menu and your bottom line. If you are a restaurateur, caterer/event planner or consumer with a thirst for expanding or improving your local beverage portfolio, I would be happy to connect with you to help you tap into the best that InSpiirit has to offer!

For real estate tips follow my blog at <https://trusttina.kw.com/new-blogpage>

For InSpiirit product list information www.inspiirit.ca

Experience

Real Estate Agent

Keller Williams Lifestyles Realty, Brokerage

Mar 2021 - Present (1 year 1 month +)

Facilitate real estate transactions by working with clients, lenders, home inspectors and fellow agents.

Awarded top individual agent for January 2022 for closed sales volume.

President and Chief Beverage Officer

InSpiirit Inc.

Jun 2019 - Present (2 years 10 months +)

-Founded a start-up wine, beer and cider distribution company that focuses on supplying restaurants, wedding/event venues and consumers in Southwestern ON with Niagara Region and unique International beverage brands.

-Grew company through idea phase to having over 10 value suppliers and 100+products.

-Leveraged existing relationships and secured new customers to increase accounts from 0-200+

-Created market strategy, branding and social media presence (directed initial website development in SquareSpace and execute all on-line editing, deliver MailChimp campaigns monthly to both Licensee and Direct to Consumer customers), oversee Instagram, Facebook and LinkedIn messaging.

-Manage P&L and Invoicing in Quickbooks, Sales and DigThisData

-Collaborate with suppliers and customers to optimize product line based on consumer trends/preferences



Director, Client Services

OpenTrust Consulting Inc.

Apr 2019 - Aug 2020 (1 year 5 months)

-As Director, Client Services my role was to manage the development and growth of our client base and to foster relationships with key Managers, negotiate business terms and secure partnerships that were mutually beneficial.

-Hands-on in the effective business development and fulfillment activities required to maximize fill ratios and client satisfaction.

-Consistently engage new clients in a variety of industries ranging from manufacturing, distribution, healthcare, higher education and not for profit including contract and fee negotiations.

-Led our recruitment team through a customized process to best suit client needs. Areas of specialization included IT, Accounting, Engineering, HR and Legal.

Accomplishments - Secured a new multi-national account for OpenTrust including signed contracts through to successful employee placement.

www.opentrustconsulting.com



Client Relationship Manager

Drake International

Oct 2018 - Mar 2019 (6 months)

-Business development and recruitment responsibilities, similar as those outlined below.

Accomplishments - Within the first 2 months of employment recognized by the North American President for outstanding customer service.



Senior Recruitment Consultant

Agilus Work Solutions

Feb 2000 - Aug 2018 (18 years 7 months)

-A customer-focused Recruitment Consultant responsible for securing new corporate accounts, managing existing accounts and sourcing and interviewing candidates.

-Managed the Ontario IT Contract recruitment portfolio of a Fortune 500 company. This included defining search criteria with hiring Managers, creatively source and recruit candidates, prescreen and interview through the selection process. Liaised with both parties through the interview and offer stages. Reference check and facilitate any background checking or testing required.

Accomplishments - President's Club recipient for exceeding sales quotas rewarded with a week long Caribbean vacation along with select colleagues.



Recruiter

Everest Management Network Inc.

1996 - 1999 (4 years)

-Generalist recruiter for companies in the GTA including TD Bank, Purolator Courier and P&G.

Education



Brock University

Bachelor, Business and Economics Degree

1993 - 1995



McMaster University

Economics

1990 - 1992

Licenses & Certifications



Duolingo Spanish Fluency: Beginner (Estimated) - Duolingo



Certificate of Merit - Wines - Wine Council of Ontario



License to Represent a Manufacturer - Alcohol and Gaming Commission of Ontario



Smart Serve - Smart Serve Ontario



Cicerone level 1 - Cicerone® Certification Program



Real Estate Broker/Sales Agent - Real Estate Council of Ontario



Real Estate Broker/Sales Agent - OREA - Ontario Real Estate Association

Skills

Applicant Tracking Systems • New Business Development • Recruiting • Management • Recruitment Advertising • Technical Recruiting • Sourcing • Temporary Staffing • Residential Real Estate • Sales