

Charlene E. Jackson
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EDUCATION

Master of Library and Information Science

Western University

London, Ontario

Area of Concentration: Information Technology Management

Bachelor of Education

Memorial University of Newfoundland

St. John's, Newfoundland

Certified to teach English, theatre arts, and history at the intermediate/secondary school level ([view certificate](#))

Bachelor of Arts (Joint Honours)

Memorial University of Newfoundland

St. John's, Newfoundland

Major 1: English Language and Literature (Drama Specialization)

Major 2: Greek and Roman Studies

Minor: History

OTHER QUALIFICATIONS

Area of Concentration Certificate: Information Technology Management

- Awarded by Western University ([view certificate](#))

SharePoint Certification: SharePoint 2013 Site Collection and Site Administration

- Awarded by Microsoft via Global Knowledge and Memorial University of Newfoundland's Faculty of Engineering and Applied Science ([view certificate](#))

TRIM End-User Certification

- Awarded by Global Knowledge via the Government of Newfoundland and Labrador's Department of Child, Youth & Family Services ([view certificate](#))

EXPERIENCE

Founder & CEO

Syntactical Sugar

2018 – Present

Mount Pearl, Newfoundland & Labrador

- Founded Syntactical Sugar (www.syntacticalsugar.ca) in 2018 as a means of fulfilling a need within the St. John's-Metro area arts community for web development and marketing services.
- Offers budget-friendly pricing options for artists and small business owners.
- Services offered include: web design and development; marketing and advertising; graphic design (including logo design); copy writing and editing; SEO; analytics; mobile app development; website-based artificial intelligence.
- Handles all facets of business including, but not limited to: project management; sales; marketing and advertising (including art direction); bookkeeping; networking.

Web Developer

Memorial University of Newfoundland

2015 – 2017

Faculty of Engineering and Applied Science

Engineering Computing Services, St. John's, Newfoundland

- Responsible for supporting website users and pages in consultation with faculty and staff under the direction of the Manager of Engineering Computing Services (ECS).
- Fulfilled the role of supervisor for engineering work term students, mainly those from the Department of Electrical and Computer Engineering (when applicable).
- Wrote technical documentation for faculty and staff, particularly in areas concerning the use of Site Builder (Memorial's in-house content management system).
- Worked with the Manager of ECS as well as the Chief Information Officer and the Director of Information Management and Protection to develop a SharePoint intranet system for FEAS.
- Worked extensively on the development and launch of the website network for FEAS (www.mun.ca/engineering).

Information Management Technician I

Government of Newfoundland & Labrador

2014

Executive Council; Human Resource Secretariat, St. John's, Newfoundland

- Responsible for the management of personal records pertaining to all provincial government employees.
- Upheld strict privacy standards pertaining to the handling of employee information and adhered to legislative standards regarding access to information and the right to privacy.
- Archived inactive records and ensured said records were properly catalogued and stored in the appropriate vaults.
- Worked daily on tasks that involved physical exertion (e.g., carrying and shelving boxes of files) and could comfortably lift items weighing up to 50 pounds.

Electronic Content Management Coordinator

Government of Newfoundland & Labrador

2013 – 2014

Department of Child, Youth & Family Services, St. John's, Newfoundland

- Worked on TRIM system elements such as the development of security levels and the implementation of records classification.
- Aided in the development of the department's official governance document.
- Worked with departmental social workers to ensure the proper digital scanning of records.
- Ensured that confidentiality and security were maintained at all times when handling sensitive data, reports, and correspondence.

Information Management Technician I

Government of Newfoundland & Labrador

2013

Department of Child, Youth & Family Services, St. John's, Newfoundland

- Based in the department's Records Centre and processed records for the records transfer list.
- Copied information on processed records to Excel spreadsheet as a means of making the data searchable.
- Worked as part of a team to maintain confidentiality and security as it pertained to sensitive data, reports, and correspondence.

Archivist

Carbonear Heritage Society, Carbonear, Newfoundland 2011

- Recorded artifact details and preserved all information digitally (via PastPerfect software).
- Managed existing digital records.
- Coordinated artifact flow and ensured no duplicating of processing occurred.
- Cleaned and stored artifacts using specialized procedures.

Writer

Creative Content, Rio Rancho, New Mexico 2011

- Wrote educational materials for adult ESL (English as a Second Language) students.
- Created text book units of varying degrees of difficulty, all of which were aimed at specific career fields (e.g., electrician).
- Able to produce quality work on a 24-hour turnaround.

Reservation Centre Supervisor

Clovelly Golf, St. John's, Newfoundland 2010

- Supervised employees working in the reservation centre and on the front desk. Also coordinated shift schedules for said employees.
- Aided management in the writing of a training manual for new pro shop employees.
- Provided management with various reports and data analyses which were used to assess profits, losses, and other forms of financial statistics for the season.
- Worked closely with the pro shop manager to maximize sales.

Regional Trainer

Government of Newfoundland & Labrador 2009 – 2010

*Department of Education, St. John's, Newfoundland
Community Access Program (CAP NL)*

- Worked with Newfoundland and Labrador Public Libraries to bring technology-related educational services and materials to various library locations.
- Provided training sessions and/or educational materials to 54 library-based CAP NL sites in the Eastern Newfoundland region.
- Responsibilities included: heightening public awareness of the CAP NL program; promoting available services; identifying and developing training resources; developing partnerships with community groups and local businesses; maintaining statistical information and compiling reports.

Information Technology Assistant

Government of Newfoundland & Labrador 2007

*Department of Education, St. John's, Newfoundland
Community Access Program (CAP NL)*

- Assisted NLPL patrons with an array of computer-oriented issues (e.g., email; word processing; Internet use; digitization of photos and documents).
- Held computer tutorials. These were public tutorials geared towards a number of different topics including: introduction to Windows OS for seniors; introduction to web-based e-mail; introduction to the Internet; basic digital photography (e.g., uploading, editing).

VOLUNTEER EXPERIENCE

Writer and Co-director

Ignite Circus and Cirque'letics: Circus Arts & Performance 2016 – Present

- Works closely with other creative leads to develop concepts for circus-centred productions and writes scripts for said ventures.
- Acts as a co-director for theatre-based components of productions. Mentors circus performers who

require assistance in stage acting.

- Assists fundraising campaigns.

Operations Committee Head

709 Roller Derby

2014 – 2015

- Ensured the proper flow of league-related events (e.g., competitive bouts) via the allocation of tasks to committee members whilst maintaining ongoing communication with event sponsors and vendors.
- Sought out activities in the community that could benefit from the involvement of the league (e.g., local markets; demonstrations for Girl Guides of Canada groups) and worked with organizers to create relationships that were mutually beneficial.
- Worked to contribute to the community via fundraisers, awareness campaigns, and annual events (e.g., St. John's Pride Parade; NLSACPC Take Back the Night; Glory Dash).
- Helped to maintain a sense of friendship and camaraderie within the league via the planning and organization of league-specific events (e.g., year-end awards night and gala).

SKILLS

Writing

- Strong writing style with a persuasive edge.
- Proficiency in technical writing, creative writing, copywriting, and academic writing.
- Writes in a clear and concise style that naturally lends itself to technical writing.
- Experienced (and enthusiastic) editor.
- Holds the proper execution of grammar in high regard and has a keen eye for errors (e.g., spelling; punctuation; sentence structure).
- Skilled in writing for the web as well as social media platforms.
- Has a flair for satire and dark comedy.

Computers & Technology

- Web design and development (e.g., HTML; CSS; PHP; jQuery; JavaScript).
- Database creation and management (e.g., SQL programming language; Microsoft Access).
- CMS implementation, development, and management (e.g., Drupal, Joomla, WordPress; SharePoint).
- UI/UX design and human-computer interaction (e.g., interfaces; design principles; design theory and methodology).
- Web analytics services and software (e.g., Google Analytics; Alexa; Piwik).
- EDRMS and records management software (e.g., TRIM; Microsoft SharePoint).

Drawing

- Draws in a primarily illustrative style.
- Main influences come from the Silver Age of comic books (1956 – c. 1970) and the Nazarene movement of the early 19th century.

Photography

- Photographic style is based primarily around solid composition of spacing and colour.
- Preferred subjects include live music and theatre venues, nature, and animals (particularly cats).

Other

- Possesses a valid Class 5 driver's license.
- Certified by St. John Ambulance in Standard First Aid/CPR A/AED.