

# Wendy Limbertie

Fundraising Specialist, Events Producer, Development Director, Graphic Design, Sales, Accounting, Grant Writing, Event Strategy, programming, Entry Data Input, Market research, Social Media, Business Administration, P2P Fundraising.

## Personal Info

### Phone

416-986-5310

### E-mail

wlimbertie@rogers.com

## Skills

Senior Management Experience

Strategic planning

Creates community engagement programs

Senior Fundraising Experience

Conference Production

Manages relevant professional licensures (SOCAN, Venue Insurance, AF of M etc)

Awards and Gala event production

Experience in complex projects

Excellent writing Skills, Grant Writing

Familiarity with Toronto's heritage sector, municipal government

Knowledge and experience of non-profit heritage

Accounting/Bookkeeping

Fundraising- Corporate Sponsors

Board Relations/Governance

Marketing and media outreach

Database Membership Management

General Administration

Concert Series Production

Festival Production

Large Event Production

Musician and Artist Manager and contracts

Volunteer recruitment and training

Website/Graphic Design

Excellent leader and decision maker

Marketing Expert

Social Media Expert

Event Management

A diversely experienced and innovative Marketing and Development Director in the nonprofit sector. Looking for an innovative role in the nonprofit sector. Hands on experience in numerous charity industries within marketing and development leadership roles. Seeking an opportunity to impart the value, knowledge, and skills gained, including practical and empirical marketing and business development strategies bearing promising results in the Charity Sector - in theory and in practice. Experienced in, flexible for, and capable of undertaking a variety of designated and additional leadership, administration and management roles.

**Relevant Experiences and Skills include:** Decades long experience in communications, counselling and managing events. Unique and promising techniques in marketing strategies developed from decades of experience. Understanding of all aspects in the arts industry, academic and educational.

## Education

### Ontario Arts Council - Compass Program (1 yr program)

Ms Limbertie was a grant recipient of the Compass Program, which entails receiving professional training in Marketing, Social Media and Audience Marketing Development, Publicist training, professional development projects, building administrative and management capacity in the arts.

2011 **George Brown College, Graphics & Web Design Diploma**

1983 - **Amsterdam Conservatory of Music, Masters Music**

1991 **Performance Degree 1983-1991**

1981 - 1983 **University of Toronto, Bachelor of Music, Performance Program**

1979 - 1981 **Royal Conservatory of Music (Toronto, ON) ARCT Program**

## Experience

2015-10 - 2020-07 **Development and Fundraising Specialist**

*Canadian Opera Company*

- Worked with a team of fundraisers on different campaigns in Sales & Acquisitions
- Top fundraiser for 5 years
- Raised over \$300,000 during the Covid19 period- March – June 2020
- Has consistently surpassed all sales goals and became COC's of our top fundraiser.
- Top Fundraiser on the team, Personal Contributing Sales: \$1,000,000+

2001-09 - 2019-10 **Executive Director**

*Community Folk Art Council of Toronto*

Executive Production Manager of the July 1<sup>st</sup>, Canada Day Celebrations at Yonge Dundas Square between 2006 to 2019. Event and Festival production at multiple year-round small and large events. Writing of multiple annual grant applications. Handling all activities concerning the following: Brand development, website traffic growth, develop brand strategy and Data Base Systems, Strategic Consulting, Improve Customer/Patron Relationship strategies. Social media development and improvements. Generate new development in marketing materials, i.e. website, Social media, e-newsletters and brochures and Improve Customer/Patron Relationship strategies. [www.cfactoronto.com](http://www.cfactoronto.com)

2014-09 - 2017 **Marketing Director**

*Hannaford Street Silver Band*

Management of the fundraising/ticket sales Call Centre, Brand development, website traffic growth develops brand strategy and Data Base Systems, Strategic Consulting, Improve Customer/Patron Relationship strategies. Brand development, website traffic growth, develop brand strategy and Data Base Systems, Social media development and improvements, Strategic Consulting., Generate new development in marketing materials, i.e. website, Social media, e-newsletters and brochures and Improve Customer/Patron Relationship strategies. [www.hssb.ca](http://www.hssb.ca)

## PROFESSIONAL HORN PLAYER ACTIVITIES

Professional Classical French Horn player and teacher, 1983-present. Has performed extensively throughout Europe and Canada in various orchestras and chamber music ensembles. Has also made several CD recordings. Has taught private horn lessons, 1982-present.

Wendy has performed with: Canadian Opera Company, The Toronto Symphony, Kitchener-Waterloo Symphony, The Ontario Philharmonic, Aradia Ensemble, The Toronto Chamber Orchestra, Amici Chamber Ensemble, The Netherlands Opera, Royal Concertgebouw Orchestra, The Residentie Orkest, The Rotterdam Philharmonic.

## Workshops and Conferences

Constant Contact – Social Media Marketing Development Workshop

Orchestras Canada - Marketing and Audience Development Workshop

Solution Studio Inc.– Board and Governance Development Workshop

### Marketing & Development Specialist

*Mississauga Symphony Orchestra*

2017-03 -  
2020-06

- Development of comprehensive, strategic and compelling artist & content marketing campaigns that ladder up to defined artist objectives
- Direct and oversee investments and fundraising efforts
- Forge and maintain relations of trust with shareholders, partners and external authorities
- Act as the public speaker and public relations representative of the company in ways that strengthen its profile

### Executive Director

*Amici Chamber Ensemble*

2001-09 -  
2009-09

- Direct and oversee investments and fundraising efforts
- Forge and maintain relations of trust with shareholders, partners and external authorities
- Act as the public speaker and public relations representative of the company in ways that strengthen its profile
- Review reports by subordinate managers to acquire understanding of the organization's financial and non-financial position
- Devise remedial actions for any identified issues and conduct crisis management when necessary

### Executive Director

*Orchestra Toronto*

2011-08 -  
2012-12

- Identifying and fostering new talent while maintaining business relationships.
- Defining innovative songwriter/ composer developmental strategies with the Creative leadership team.
- Keeping abreast of time critical and sensitive issues that may require corporate engagement.
- Engaging and collaborating with other Creative offices worldwide.
- Observing appropriate monetary thresholds and guidelines for the use of advances and/or guarantees for high-value artist acquisition.
- Collaborating with the Corporate Communications team to formulate branding and promotional strategies.
- Providing oversight and general management.
- Supporting the company's core values.

### Executive Director

*Aradia Ensemble*

2009-07 -  
2011-07

- Optimizing and creating industry relationships to deliver greater market share and favorable catalogue assets.
- Leading the team to thrive in their roles and motivating their success.
- Ensuring the team maintains close working relationships with song writers, publishers, agents, managers and legal representatives.
- Representing the company at events, boards and industry functions.
- Proactively monitoring emerging music trends to build up the group's market share with new music.

### Executive Director

*Scarborough Philharmonic*

2004-09 -  
2009-03

- Develop and implement strategies aiming to promote the organization's mission and "voice"
- Create complete business plans for the attainment of goals and objectives set by the board members
- Build an effective team of leaders by providing guidance and coaching to subordinate managers
- Ensure adherence of the organization's daily activities and long-term plans to established policies and legal guidelines