



- Driven to succeed, exceed expectations and make a difference
  - Marketing, communications and public relations specialist
  - Ability to create, foster and maintain a large circle of influence
  - Outstanding engagement with influential stakeholders
  - Charismatic and inspiring presentations
  - Diverse work experience
  - Professional work ethic
  - Motivated by challenge and outcome oriented
  - Strategic thinking, planning and implementation
  - Collaborative and inclusive decision making
  - Respectful and caring; positive attitude
  - Facilitates a safe team oriented and positive work culture
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***Vision***

I have a proven ability to think about and plan for the future, drawing upon experience and past insights, then using wisdom and common sense, am able to bring a vision to life:

- The Chilliwack Hospital and Health Care Foundation (CHHCF) was created with a limited ability to fundraise, therefore articulated a vision of health promotion which became a catalyst for community and stakeholder support.
- Developed a vision to expand the Circle Farm Tour concept from one community to six, so that it became a driver of day and overnight travel to the Fraser Valley

***Strategy***

Once a vision is fully understood and supported by colleagues, partners and stakeholders, a strategy outlines a clear path to achieve the outcomes which will realize the vision:

- CHHCF strategy revolved around leveraging relevant partners to position key tactics within their framework so they could allocate resources to Foundation activities.
- Abbotsford Farm & Country Market strategy engaged the community to take ownership over the market, and drive success of the vendors and sponsors.

***Creativity***

I have a unique approach to tasks; use new ideas, concepts and tools to develop not only creative solutions to complex problems, but ones that are adaptable as circumstances change:

- Barkerville Historic Town was experiencing all time low visitation, I created a Barkerville Bella persona, travelled 10,000 km inspiring and inviting people to come using traditional and social media
- Building on Chilliwack's military history, worked with my team to launch of the CHHCF brand through the application of a "basic training" theme (*eat, sleep and get going*), a simple healthy living message

***Results***

It is extremely important to be accountable to funders and partners, and you need to be able show how the vision has been realised through the measurement and evaluation of results:

- The Maple Ridge Sport & Outdoor Rec Strategy project resulted in the recognition of the importance of outdoor recreation through the creation of a Sports Council, and an inventory of sport assets.
- The first CHHCF Gift of Health Christmas Breakfast raised over \$17,000 for the Healthy Kids Initiative; and \$22,000 the following year.

## Career Highlights

- **2011-2014** – Executive Director, Chilliwack Hospital & Health Care Foundation (CHHCF)  
I was tasked with a mandate to facilitate comprehensive, community wide health promotion. In addition to the work of establishing the administrative and brand elements of CHHCF, I developed a broad network of like-minded individuals, organization and health care professionals to leverage limited resources into tangible programs and projects to improve the health of residents. Within nine months, I secured funding and support from the Chilliwack Division of Family Practice and SCOPE (a project of the UBC Department of Pediatrics, BC Children's Hospital and the Childhood Obesity Foundation) to hire a Program Lead for the newly launched Healthy Kids Initiative at no cost to the Foundation.

*IT HAS BEEN AN ABSOLUTE PLEASURE WORKING WITH DONNA. HER SKILLS IN MARKETING AND PROMOTION ARE CLEARLY PROGRESSIVE AND INNOVATIVE AND I PERSONALLY LEARNED A GREAT DEAL FROM HER. I WOULD HIGHLY RECOMMEND DONNA DIXSON AND WOULD WORK WITH HER AGAIN AT THE FIRST OPPORTUNITY. HER ENTHUSIASM IS INFECTIOUS, AND WHEN SHE ENTERS A ROOM, HER ENERGY IS PALPABLE. FURTHER, SHE IS HARD WORKING, INSPIRING AND ALWAYS PROFESSIONAL. **SHAZHAN AMED, MD, FRCPC, MSC.PH, PROGRAM LEAD, SCOPE, A CHILDHOOD OBESITY PREVENTION PROJECT OF THE UBC DEPARTMENT OF PEDIATRICS, BC CHILDREN'S HOSPITAL AND THE CHILDHOOD OBESITY FOUNDATION***

- **2008-2014** – Entrepreneur, Flair Innovations  
Broadened network and increased experience with the following contract projects and positions:
  - Established and managed new destination marketing organization (Tourism White Rock)
  - Developed Sport and Outdoor Recreation Strategy for Maple Ridge and Pitt Meadows

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- Facilitated a collaborative marketing campaign for City of Pitt Meadows (Golf Pitt Meadows)
  - Organized an agriculture showcase for District of Maple Ridge (Golden Harvest)
  - Engaged over 40 sport groups in working with the Abbotsford Sport Council
  - Consulted with internal and external stakeholders for new Township of Langley website
  - Organized a unique Food for Thought Film Festival and Pavilion as part of Eat! Fraser Valley
  - Completed Feasibility Study for Public Market (City of Abbotsford)
  - Created new brand for Village of Ashcroft
  - Directed and facilitated production of tourism videos for Tourism Harrison
  - Established and managed successful International Rugby Sevens Festival 2009 and 2010
  - Keynote speaker & presenter at various regional and rural tourism events, conferences and annual general meetings.
- **2012-2014** – Consultant, Tourism Abbotsford and Tradex  
Completed Tradex Venue Enhancement Plan in 2012 in collaboration with Executive Management team resulting in four major facility projects funded in the aggregate amount of 1.5 million dollars, developed Sport Hosting Review and 2013 Annual Report.

*DONNA WAS THE CATALYST FOR TOURISM ABBOTSFORD'S TWO MOST SUCCESSFUL AND AWARD WINNING DESTINATION MARKETING PROGRAMS, THE CIRCLE FARM TOUR AND THE SPORT TOWN CANADA SPORT HOSTING BRAND. **DAN STEFANSON, ED, TOURISM ABBOTSFORD AND TRADEX, CURRENT VP STRATEGIC OPERATIONS, CONSUMER PROTECTION BC***

- **2003-2004, 2010-2013** – Project Manager and Consultant, Abbotsford Farm & Country Market  
Enabled the vision of the community and facilitated the most successful launch of a farm and country market ever in British Columbia. In 2010 I began facilitating strategic planning, marketing strategies, and special event planning on a contract basis.

*DONNA HAS MADE SIGNIFICANT PROGRESS IN HELPING US UNDERSTAND OUR CUSTOMERS AND THEIR NEEDS. SHE HAS HELPED TO DESIGN EFFECTIVE MARKETING STRATEGIES THAT MATCH OUR ABILITIES AND BUDGET. WORKING WITH DONNA IS ALWAYS A POSITIVE EXPERIENCE. HER HIGH ENERGY APPROACH AND DETERMINATION TO DELIVERING RESULTS HAVE MADE HER A HUGE ASSET TO THE MARKET. **BRUCE FATKIN, AFCM MARKET MANAGER***

- **2011** – Marketing Specialist, Barkerville Historic Town  
Providing marketing and communications expertise to largest historic site in Western North America, Barkerville. Responsibilities included all media relations, public relations, internal communications, marketing and advertising. Conceived and developed components of major summer marketing campaign in three week timeframe that integrated social media, earned media, online marketing, and personal relationship building – Barkerville Bella – All Roads Lead to Barkerville Promotional Tour.

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- **2007** – Manager of Community Relations, BC Winter Games Secretariat  
Worked with communities to take advantage of programs and services and create post-Olympic legacies such as the BC Stories and Explorer video project.

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- **2004-2007** – Manager of Sales & Marketing, Tourism Abbotsford  
Developed and delivered a broad diversity of destination programs and projects which advanced industry goals and enabled businesses and organizations to realize tangible benefits by capitalizing on opportunities.