

# Sara Ross

Sara@SaraRoss.com

## Creativity

### Community Art Practice:

Created and managed five projects that used Community Art for social and environmental change.

These projects engaged groups of one to two dozen people intensively, and influenced audiences of more than 1000 through displays.

My Community Art Practice has been awarded sponsorship from the *Canada Council for the Arts' Artist and Community Collaboration Fund*.

### Social Marketing:

Created a successful campaign to elevate the cultural value of cycling in Vancouver and Regional District through:

- Media coverage and events.
- Style, fashion & accessories.
- Partnerships.
- Identity development.
- Links to local art scene.

This campaign resulted in the largest community rides in Vancouver's history (more than 2000 people).

**Objective:** *Project Director as part of a small leadership team, in an organization that demands strength in partnership building, creativity, and a history of inspiring people to action.*

### Organizational and Community Development:

Founded and for three years managed a Vancouver-based non-profit organization that has engaged thousands of people through creativity and cycling; *we successfully made biking in Vancouver hip through art and cultural development.*

- Created and managed community-building projects of up to \$95,000, including accountable budget development and reporting.
- Developed organizational identity, brand, scope, and operational processes.
- Funded and maintained a staff of between one and four people.

### Communications and Clear Messages:

- Represented organization as spokesperson. As the trusted public face I established relationships with journalists, editors, photographers, organizations, funders, and communities.
- Developed and tested messages targeted at specific audiences; different frames of understanding demand different approaches.
- Created promotional materials to represent the organization, including press releases, e-newsletters, website, t-shirts, posters, and flyers.

### Leadership Style: Respectful and Effective

- Routinely facilitated meetings up to 30 people.
- Strong at democratic leadership.
- Respectful and appreciative of all people.
- An active listener.
- Flexible as a situation requires, able to support people by providing coaching, supporting, or delegating.
- Professional.

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### Visual Art Practice:

#### SaraRoss.com

Presented over ten art shows in Vancouver, BC:

- Developed focused inquiries on essential themes.
- Produced bodies of engaging work for diverse audiences.
- Successfully marketed the shows: 95% of all paintings sold.

### Creative Mind:

- Flexibility in new situations.
- Ongoing learning.
- Lateral thinking.
- Original problem-solving.

## Residences

**Vancouver** (principal)  
12 – 133 East 7<sup>th</sup> Ave.  
Vancouver, BC, V5T 1M5  
tel 604.222.0464

**Toronto**  
8 - 397 Brunswick Ave,  
Toronto, ON, M5R 2Z2  
tel 416.924.9890

### Partnerships and Furthering the Impact:

Outstanding ability to perceive and build links between projects with related or complimentary goals.

- Built a 2yr programming partnership with Translink, BEST, and Pedal Energy Development Alternatives.
- Accessed and developed links with Vancouver community centres, schools and alternative-to-school centres.
- Built the foundation for a Multi-year operational partnership with Trips for Kids and SportsNow 2010.

## Job History

<i>Development Director</i> , PEDAL (Pedal Energy Development Alternatives)	2005 and 2006
<i>Co-Founder / Co-Director</i> , PedalPlay	2003 to Oct 2006
<i>Project Coordinator</i> , SCAW for Youth	2002
<i>Self Employed</i> , Professional Artistic Practice	2001 to present
<i>University Course Coordinator</i> , (Empowerment, Engagement and Social Change)	2001
<i>Intern</i> , IMPACS (Institute for Media, Policy and Civil Society)	1999
<i>Interpretive Program Leader</i> , Camp Squeah	1998

## Education

*University of British Columbia*, BA Geography 2001  
(focus Human Geography & Community Development)

Current participant in the **Sustainability Network's** *Environmental Leadership and Management Program* for young emerging leaders in the Canadian environmental sector.

## References

Personal and professional references available on request.