

MAURENA TAYLOR

514.835.8170 | rena.nk.taylor@gmail.com | www.linkedin.com/in/maurena-taylor

AWARD-WINNING LEARNING and DEVELOPMENT SPECIALIST

- Working in Adult Learning & Development, Instructional Design, and Artistic/Educational content development. Applies deep knowledge of performance, Education/Instructional principles and project management to develop didactic resources and engaging lesson plans to disseminate knowledge. Using ADDIE, SAM, and Backward design principles for traditional classroom learning to create visually engaging E-learning modules and the Virtual Instructor lead training plans to accompany them.
- In addition, I have used this skill set to create Leadership programming for Youth in the Arts and am a strong advocate for the programs that Arts Service Organizations provide and their necessary place in modern society to foster community and lifelong learning. The arts have an incredible way of engaging minds of all ages and encourage the development of intrapersonal and interpersonal development for all involved. I have loved being able to demonstrate the variety of ways that Leadership can be demonstrated in unconventional settings, or outside of the corporate office.
- As well, I believe that creating successful platforms to showcase the work of Canadian content, to help them find an audience locally and globally, is an essential step forward for Canadian Arts. My experience working with non-for-profit cultural presentation organizations has demonstrated what an abundance of Canadian talent there is, and I would like to provide the services to aid them in launching careers.
- **Top Skills:** E-Learning Consulting | L&D Strategy | Sensitive Issues
- **Languages:** English (Native or Bilingual) | French (Native or Bilingual)

CERTIFICATION

CannSell Standard ETC Certificate | Measuring Learning Effectiveness | Instructional Design: Needs Analysis

EXPERIENCE

Self-employed, Toronto, Ontario, Canada

September 2018 - Present (5 years 11 months)

Entertainer

Thrive as driven and dedicated entrepreneur to earn distinction in competitive industry; winner of Montreal's first Grand Standup Comedy Competition (2018). Artist in OFF-JFL Comedy Festival (2018-2019).

- Excelled as member of Sketch Comedy duo "Ricky", Toronto Sketch Comedy Festival (2018), Montreal Sketchfest (2018), and "Rena Warrior Princess" a one-woman Sketch Show, Toronto Sketch Comedy Festival (2020).
- Member of Sketch Comedy duo "Joy Provision" (2020).
- Winner of Toronto Sketch Comedy Festival Producer's Pick "Joy Provision" 2021.

Corus Entertainment, Toronto, Ontario, Canada

April 2022 - June 2024 (2 years 3 months)

Learning And Development Specialist

Developed and Instructed Corus' internal Corus U curriculum, including topics such as: Leading Change (Leadership in Change), Emotional Intelligence, Interpersonal Communication, Dealing with Emotional Reactions, Brainstorming, Conflict Management, Stress Management, Prioritization and Planning, Storytelling, Presentation Skills).

- Developed and Instructed Corus U's Learning Paths: Aspiring to Leadership, Passport to Leadership and Presentation Skills series; delivered world class e-Learning Courses in both French and English in partnership with the Legal Team and Health and Safety Team, including: "Respect and Safety in the Workplace Policy", "WHMIS", "Health and Safety Committee Training" using ADDIE design.
- Prepared and implemented the new LMS from Brainier to replace the previous LMS System. Developed and prepared a complete update of offered Learning, including Video On Demand course offerings, and all supporting Learning resources such as: Presentation Slides, Learning Journals, Exercise Forms

- Developed, designed and instructed the Career Development Learning Series at Corus U, taking learners through a self-guided program that empowered them to take their skills, experience, values, accomplishments, intrinsic and extrinsic motivating factors, multi-dimensional career growth and organizational needs to take charge in their Career planning and develop greater Career agility.
- Completed Needs Assessments within the Engagement Survey to instructional design specific courses tailored for departments so they could develop their people to meet changing business demands.
- Master of Ceremonies for People and Communications Online Events; extensive experience teaching large groups online and in-person.

MLSE (Maple Leaf Sports & Entertainment Partnership), Toronto, Ontario, Canada May 2021 - April 2022 (1 year)

Learning Experience Designer/Specialist

Working with the Learning & Development Team and respective SMEs to create engaging, informative Training content to add to their Return to Play Training. Using the ADDIE model to create videos using preferred platform, Powtoon, and make quick adjustments as needed.

- Developing, creating, launching and preparing blended-learning courses, monitoring completion via reporting, and offering LMS support to employees.
- Supporting Instructor-Led Training on WebEx Training in a producer or coordinator role and editing recorded content to create E-learning modules.

McDonald's, Toronto, Ontario

January 2020 - July 2021 (1 year 7 months)

National Bilingual Learning and Development Specialist

Developing, implementing and assessing all administrative procedures for all the newly developed Virtual classes for all 1,400-restaurant crew and leadership. Thrived as bilingual SME for our LMS, developing supporting content on the LMS and web-based learning platform in English and French and supporting restaurant and corporate staff on the platform.

- Designing and creating all Learning and Development internal communications and webpages to disseminate knowledge on our programs, our special projects and our Learning technology.
- Facilitation of V-ILTs to train Owner Operators on the changes to our Crew Development Program.
- Member of the "Archways to Opportunity" program committee, liaising with educational establishments to offer credits to McDonald's crew members in schools who have successfully completed our programming.
- Developed and implemented a unique Training plan for a new Specialist hired to support our Virtual programming.

The Travelling Stage, Toronto, Canada Area

September 2019 - January 2020 (5 months)

French Drama Instructor

Creating and implementing Performance Arts programming for French Immersion and English students from Grade 1 to 8. Using the current Arts and FSL curriculum to instruct students on writing and performing comedy through storytelling, Sketch Comedy and comedic Monologues. Presenting a final performance for the school and students to showcase the acquired and developed skills in the program.

Breather, Montreal, Quebec, Canada

December 2017 - November 2019 (2 years)

Bilingual Customer Care Coordinator

Managing contacts on our main channels (phone, chat, email and social media). Assisting members with recommendations, bookings and general account support and providing technical support.

- Creating and maintaining positive relationships with our members. Contributing to special projects and participating in cross-departmental initiatives.
- Supporting all other departments in the company, with a special focus on Engineering and City Operations teams.
- Staying abreast on all changes that impact product, procedure, and policy.

Impro Montréal / Montreal Improv, Montreal, Canada Area September 2018 - September 2019 (1 year 1 month)

Bilingual Social Media Manager

Creating daily bilingual Social Media content copy and visuals for our platforms (Facebook, Instagram and Twitter) to promote both in-house and rental productions from their provided Press material.

- Determining key performance goals with the General Manager and Artistic Directors to develop a more cohesive brand and more appealing voice for our growing and youthful community.
- Continuing to explore new avenues to engage students, performers and audience members (blogs, social calendars, partnerships with Nonprofits in Montreal).

Montréal Sketchfest, Montreal, Quebec, Canada

October 2018 - June 2019 (9 months)

Artists Liaison / Associate Producer

Oversaw the programming of artists, promotion of the festival, and development of local partnerships in both English and French to reflect our bilingual programming. Acted as the main point of contact for artists, organized all technical rehearsals.

- Generation of internal (artist, venue and hotel correspondence) and external communications (social media) to inform all our artists, stakeholders and audience while adhering to our brand voice.
- Arranged all housing for visiting artists and established a partnership with M Hostel.
- Stage Managed shows that took place during the festival and completed administrative tasks.

Canadian Improv Games, Montreal, Canada Area

October 2018 - March 2019 (6 months)

Regional Producer

Organized the only Regional Tournament in Québec for students ages 12-17 for the Improv Games. Conducted all communications with Teachers for workshops, Team meets, and the Regional Games.

- Coordinated the meetings, schedules, and acquisition of paperwork for 10 Volunteers and a day-long Workshop day with National Trainers for all teams across Québec.

Montréal Sketchfest, Montreal, Canada Area

December 2017 - June 2018 (7 months)

Community Outreach Coordinator

Continuing existing relationships with various notable Montréal Community, Cultural and Artistic Organizations to increase Montréal Sketchfest's network and support the local Artistic scene. Advertisement Sales for the festival Program, distributed across the city, and to all festival attendees.

- Solidifying community partnerships for Media and Accommodation, as well as Corporate Sponsorships for the festival.
- Coordinating the creation of Promotional content to present to potential Sponsors and Funding bodies for continued growth for Festivals to come.

Point 3 Centre de Langues, Montreal, Canada Area

September 2017 - December 2017 (4 months)

ESL Teacher

Developing and implementing unique ESL Lesson for Adults at a C2 level within their workplace. Creating a safe and inviting language learning environment.

Just For Laughs / Juste pour rire, Montreal, Canada Area

May 2017 - August 2017 (4 months)

Logistics Coordinator

Overseeing the reservation, booking and purchase of tickets for travel (air/train) and booking of hotel accommodations for festival performers and industry guests and welcoming and registration of artists & industry guests attending the festival, processing accreditation passes.

- Working closely with the transportation team to ensure that artist ground transportation runs smoothly; ensure that artists have the appropriate immigration documents to enter the country.
- Respond to all inquiries and requests from artists and industry guests, both before and during the festival and oversee the preparation and distribution of welcome kits and accreditation cards; create POs for hotels and flights in a timely manner, and ensure that all documents are available for accounting to process.

The Toronto Sketch Comedy Festival, Toronto, Canada Area

November 2016 - May 2017 (7 months)

Marketing and Festival Management Internship

Assisting the Executive Director in the implementation of the Marketing rollout plan and development of written and

visual Social Media content. Using previous Stage Management to perform artist liaison, stage management and adjudication of Sketch comedy performances.

fresh restaurants, Toronto, Canada Area

September 2016 - May 2017 (9 months)

Hostess

Acting as the initial face of popular Vegan/ Vegetarian, Toronto based restaurant chain. Duties include: Seating Customers and preparing wait list, Filling Water Carafes and bringing them to customers as needed throughout meal, placing and preparing take-out orders in person or from one of the three take - out applications used: Uber Eats, Foodora, Meagan; Sale and Rotation of Retail Food Items and Desserts, and bussing Tables.

PRIOR ROLES: Manager/ Bartender, Great Lake Schooner Company → Freelance Writer, Awkward Media → Communications & Developments Assistant, Lakeshore → Head Instructor- Performance and Improvisation, York University → Assistant Camp Director, Lakeshore Arts → Bilingual Telephone Interviewer, York University Institute for Social Research, Toronto, Canada Area → Seasonal CER (Customer Experience Representative), Indigo → Camp Instructor/ Program Development, Elora Centre for the Arts, Elora, Canada Area → Volunteer/Concessions Coordinator, Fergus Scottish Festival and Highland Games, Fergus, Canada Area

EDUCATION

Postgraduate, Arts Administration and Cultural Management Humber College	2016 - 2017
Bachelor of Education (BEd): Concurrent Education, Education, Theatre and French York University	2010 - 2015
Bachelor's Degree, Theatre/Theater; French Studies York University	2010 - 2015
Bachelor of Education (BEd), Theatre/Theater York University	2010 - 2015

PUBLICATIONS

Awkward Media Blog