

# JESSIE SOBOOL

CUSTOMER EXPERIENCE ADVOCATE | INNOVATOR | LIFE-LONG LEARNER

## CONTACT

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👤 [LinkedIn Profile](#)

📁 [Professional Portfolio](#)

## PROFILE

Passionate about helping small business because of the meaning behind their goals. Steeped in marketing and sales environments where I have created content for diverse audiences and purposes. I search for functional, actionable, and clean solutions in the name of building trust and making client success easier than they thought it could be. Natural collaborator and team player, always seeking to uplift my team. Joyfully committed to a growth mindset.

## EXPERTISE

- CLIENT EXPERIENCE
- DIGITAL MARKETING
- CONTENT CREATION
- SEO
- BUSINESS ANALYSIS
- COLLABORATION
- INNOVATION
- AGILE FRAMEWORKS

## EDUCATION

### Bachelor of Fine Arts – with Distinction

2002 – University of Victoria, Victoria (BC)

## CERTIFICATION & DEVELOPMENT

### Square Secrets + Square Secrets Business

Current – Paige Brunton, Online

### Google UX Design Professional Certificate

Current – Coursera, Online

### Professional Feng Shui Certification

2024 – The School of Intention, Online

### Activator, Coralus

Current - Community of women + nonbinary folks working on the world's to-do list

### Atlassian Agile Project Management Certificate

2024 – LinkedIn Learning

### SEO Certification

2024 – HubSpot Academy

### Content Marketing Certification

2024 – HubSpot Academy

### Supervisory Development Certification

2013 – Northern Alberta Institute of Technology, Edmonton (AB)

## TECHNICAL

- SQUARESPACE
- OFFICE 365
- TECHNICAL WRITING
- PROCESS DOCUMENTATION AND MAINTENANCE
- ASANA POWER USER
- END-USER TESTING

# EXPERIENCE

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## Bon Mod

Owner & CEO

June 2024 - Current

Sole proprietor of a customer experience-focused website design business, specializing in crafting strategic, user-friendly websites for health and wellness professionals. Passionate about connecting businesses with their ideal clients through thoughtful, results-driven design.

**Skills applied:** Design / Business Process Improvement & Digital Workflows / Marketing / Project Management / Branding / Content Creation / Responsive Website Design

**Achievements:**

- Developed cohesive branding, SEO, and content design strategies to improve user engagement and bring value to clients and community.
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## NorQuest College

Business Planning Administrator

Aug 2022 – Aug 2023

Ensured business functions for financial processes, contract control, Human Resources, and legislative compliance were carried out effectively across the faculty. Created iterative digital improvements during critical process changes while creating and maintaining standard operating procedure documentation.

**Skills applied:** Power Automate / Technical Document Creation & Maintenance / Process Improvement & Digital Workflows / User Experience Analysis / UAT / Collaboration / Research

**Achievements:**

- Built within Microsoft Teams using MS Power Automate faculty-wide workflow processes for hiring managers that standardizes and centralizes hiring form applications increasing status visibility and communication efficiencies.
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## Bookkeepful

Owner & Virtual Bookkeeping Professional

Jan 2020 – July 2022

Sole proprietor of an independent bookkeeping business supporting small businesses with a strong focus on client digital experience. Created and maintained multiple customer experience workflows within marketing, financial and online security constraints to ensure clients felt organized and confident with online business bookkeeping.

**Skills applied:** Business Process Improvement & Digital Workflows / Marketing / Project Management / Branding / Content Creation / Responsive Website Design

**Achievements:**

- Designed and built my own responsive business website in WordPress.
  - Designed and implemented strong client experiences and workflows on financial digital platforms.
  - Educated, inspired, and empowered small business owners by making financial reports engaging.
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## Northern Alberta Institute of Technology (NAIT)

Student Service Specialist

Nov 2018 – Nov 2019

Worked collaboratively across all NAIT programs to understand program requirements, responded to inquiries for the Office of the Registrar, and advising students. Communicated on decisions on eligibility to students and overall ensured a service-oriented experience. Researched and advised on academic and financial policies and procedures and identified possible new pathways to achieve student goals and enrollment outcomes.

**Skills applied:** Advising / Researching / Liaising / Collaborating

**Achievements:**

- Successfully supported the team and operations during major process changes and innovations while moving two student services teams into one, and cross training on duties and deliverables.
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## Alberta Blue Cross

### Team Lead/Manager - Learning & Development (L&D)

April 2017 – Oct 2018

Expanded partnerships and worked collaboratively with numerous business portfolios to plan and organize workflows and support for centralized L&D solutions. Regularly monitored and analyzed L&D needs of multiple departments and implemented solutions, maintaining relationships and operational support. Using a servant leadership approach, this role supported a team of highly skilled professionals through coaching, mentoring, and talent development. Continued building, strengthening, and widening BLUniversity deliverables and engagement based on user feedback.

**Skills applied:** Leadership / Change Management / Project Management / Business Analysis / Coaching & Mentorship / UAT Testing / Technical Writing / Training Documentation & Maintenance / Volunteer Coordination & Engagement

#### **Achievements:**

- Successfully led a team through the transformation of a decentralized L&D approach to centralized. This required steady project management of multiple project launches throughout the business, a strong understanding of departments technical training requirements and an innovative approach to implementing centralized L&D solutions to support departments throughout Alberta Blue Cross.
- Increasing training solutions for business units on administrative software changes, product changes, and new hire training relieving business units' resources to focus on operations.

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## Alberta Blue Cross

### Team Lead: Quality Assurance & Training – Individual Product Sales

April 2014 - 2017

Responsible for maintenance and creation of all Sales training material during complete internal and external adoption of online processes, this critical position was tasked with the development, design and implementation of a full Quality Assurance and Sales Training Program. Aimed at enhancing the sales/customer service experience this position was required to train employees on business processes and software while ensuring compliance with provincial and federal insurance and privacy legislations.

With a strong focus on KPI's the role used system data and reporting tools to analyze activity, while building a sustainable supportive approach to coaching for existing staff. Responsible for full cycle evaluation and monitoring of business process improvement strategies during a time of major administrative changes to the business and the adoption of a new digital experience for our clients. Continued end-user testing for digital client experience and internal administrative software upgrades.

**Skills applied:** Analyzing and End-User Testing Client Digital Experience / Digital and Sales Quality Assurance / Talent Acquisition / Performance Coaching & Monitoring / Training & Development / Employee Engagement & Change Management

#### **Achievements:**

- Supported over 30 Sales staff moving to an online sales initiative with documentation, coaching and training in an evolving client digital experience.
- Represented Business in collaboration with Developers, Medical Underwriting, and Marketing as we created Alberta Blue Cross's client digital experience.
- Proposed, developed, marketed, communicated, and administered a new organic skill sharing strategy called BLUniversity. This program was aimed at peer-to-peer knowledge transfer on a variety of topics whereby staff would share expertise with other staff. BLUniversity was recognized by all levels of the organization for applying a corporate strategy of innovation, engaging talent, building skills, relationship building, and increasing collaboration.
- Collaborated with Communications creating engaging marketing material for external client-facing documentation as well as internal company-wide promotion of BLUniversity.

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## Alberta Blue Cross

### Sales Representative – Individual Product Sales

Nov 2008 - 2014

Overall responsible for administering the full cycle application process for Albertans seeking to secure individual insurance with Alberta Blue Cross. Conducted regular needs assessments through consultation to ensure the appropriate product offering was suggested. Interpreted and advised on insurance contracts. Maintained appropriate provincial license.

**Skills applied:** Sales & Marketing / CRM & File Maintenance / Advising / UAT Testing

#### **Achievements:**

- Achieved top sales representative on a team of 30.
- Maintained a high level of statistical performance for all 6 years.
- Selected to initiate and grow the Sales Training & Quality Assurance Department.
- Specifically selected to perform end-user testing as the company transformed to digital platforms.