

Operations Manager

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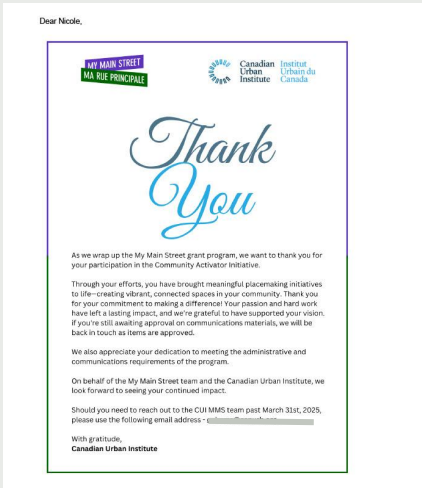
Nicole Strachan

Bridging Vision & Execution

The following presentation
showcases the range of her
work.

BIA Coordinator

At the Weston Village BIA, I drove local economic initiatives by executing high-impact community events and advising on urban streetscape improvements. My role combined strategic stakeholder communications with the hands-on management of office operations, personnel, and vendor contracts to ensure the BIA's operational success. Through participating with the Safe TO advisory committee and aligning our work plan with our strategic initiatives I strengthened meaningful partnerships throughout our community. My prudent budget review and conscientious vendor selection, I stewarded the projects to stay within operating budget constraints.



2025 Landscaping Proposal Rubric

Proposal Requirements per RFP

- A cover letter introducing the landscaper and expression of interest for the project.
- Itemized estimate based on the description of the engagement with the following:
 - Summer plant material supply/install rate per hanging basket
 - Summer plant material supply/install rate per planter
 - Summer planter material supply/install for all planter beds
- Winter plant/décor material supply/install per planter. Maintenance rate for hanging baskets per visit
- End of winter season clean up rate
- Full list of plant species proposal to be installed, including their pictures and size.
- Examples of previous work, or links to website where photos are posted.

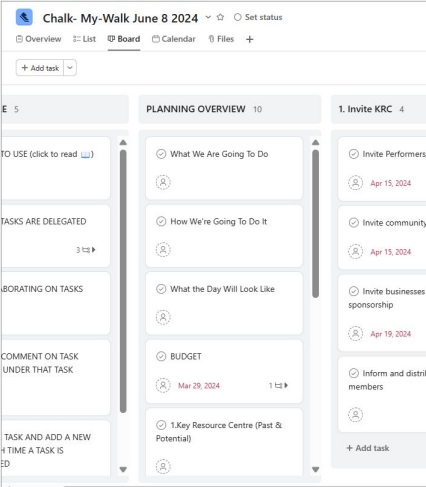
Landscaping Company W/ Proposed Budget	Comprehensive Proposal Y = 1 / N=0	Clarity of Proposal Requirements Excellent/Good/ Satisfactory/ Unsatisfactory E= 4 / G= 3/ S=1/ U= 0	Price On Budget = 1 Underbudget = 2	Total Score
\$34,975	1	4	2	7
Planting Services Ltd \$35,000	1	4	1	6
Maintenance \$35,000	0	1	1	2
J... \$32,950	0	1	2	3
\$21,967.20 <i>*based on January 18 email</i>	0	0	2	2



Images left to right: My Main Street thank you letter, photo op at Winterfest, a proposal evaluation rubric I created, volunteering for the SafeTO 2025 Safety Summit.

Outreach Coordinator

At the Mount Dennis BIA, I guided the ideation and feasibility of placemaking projects by conducting market research, developing project plans, and supervising day-of event logistics. My success was rooted in cultivating relationships with business members and partners through a consistent grassroots presence. Notably, my contributions to the event program review of our annual street festival helped the 2024 event achieve a 100% increase in attendance and significantly enhanced member engagement.



Images left to right: Using Asana for project planning, welcoming a new business to the BIA, installation of the 2024 TABIA award winning Last Day of Work, Chef Luciano of Culinarium leading a pizza making class for a BIA promotion.

Freelance Work

Freelancing as a Creative Consultant, I supported founders across diverse creative industries to deliver tailored creative strategy and implementation. I empowered sole proprietors by producing engaging social media content, conducting in-depth market research, and executing key marketing campaign activities. A highlight of this period was providing strategic business planning that directly enabled a client to secure \$20,000 in grant funding.

CLIENT TESTIMONIALS

I felt aware/prepared on the grant side due to the work you and I have done together. Thank you for shepherding the grant research process this year.

- Amy C.



Liked by [torontofoodblog](#) and others
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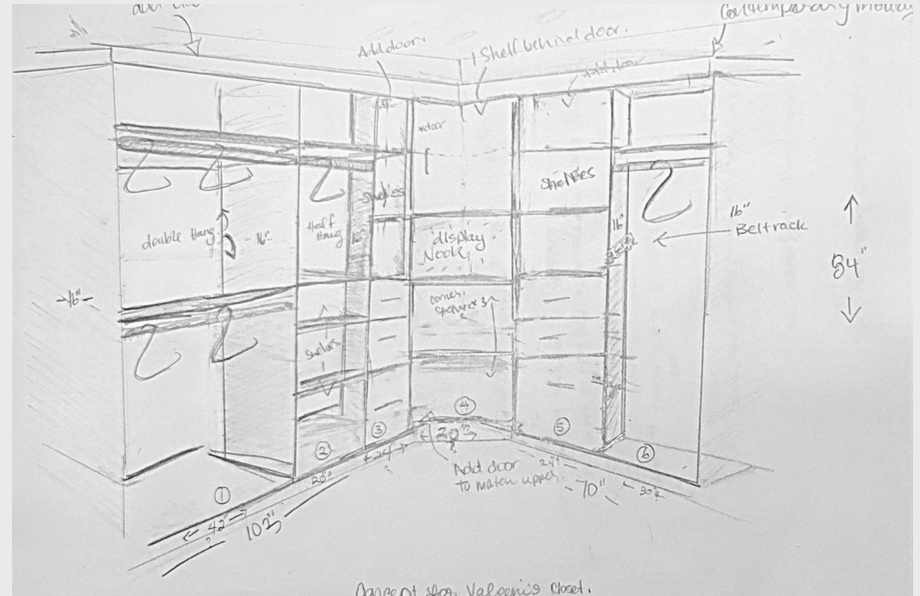


Images left to right: Client testimonial, Instagram post implemented through a social media calendar, and an example of graphics created in Canva for social media.

Freelance Work

Freelancing as a visual stylist, my services focused on creative direction and styling interiors for home staging and home organizing projects. Clients' needs ranged from staging to sell to creating functional environments that were aesthetically pleasing. A large portion of this time period was dedicated to work as a subcontractor on home organizing projects for individuals with ADHD.

Utilizing the executive assistant skills I mastered as a Senior BOA, I was proficient at understanding my clients' needs and identifying project objectives through thorough consultation. By applying an Agile approach to each project—creating strategies and following SOPs—I ensured deliverables were met and projects remained within scope.



Images left to right: Staged rec room ready for photo day, on the fly closet design I drew for a client.