

KATRINA CUTHBERTSON, BSc Food Science, Business Admin

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OBJECTIVE

My goal is to use the skills and experience I have gained through formal education, life, and travel to better lives through the universal language of food. I want to use my skills to reduce the hunger, poverty and waste in the world. I believe this can be done with value-added, functional, accessible, and novel foods. I aim to complete this objective by using my education to find employment in product development with strong ties to sales and marketing, production, and establishing management potential.

Core Competencies

- R&D: Productivity & Process Improvement and Development, Operations Management, Sensory Evaluation
- Scientific and Applied Knowledge: Exceptional Problem-Solving Skills, Fast Learner, Analytical & Efficient
- Leadership: Communication, Flexibility and Training Skills in Multi-Disciplinary Team Oriented Situations
- Sales and Presentation Experience: Comfortable Public Speaking and Pitching Concepts from Simple to Advanced, to Many Skill Levels.
- Persuasive and Descriptive Writing: Ad Copy, Articles, Marketing Plans (Internal and External), Ingredient and Product Descriptions and Evaluations
- Organized: Detail and Goal Oriented, Time Management Skills, Proactive and Persistent
- Strong Computer Skills: Excel, Word, Publisher, Teams, Powerpoint (and Google/Apple Equivalents)
- Creative Projects Involving: Food Photography and Styling, Brand, Product and Label Design
- Expository Writing: SOPs, Lab Reports, Financial Reports, Process Diagramming and Graphing/Table/Infographic Techniques

Education

BSc Honours Food Science, BAdmin, University of Guelph, Guelph, ON, 2014-2019. Dean's Honours List Recipient

Summer Student, RMIC, Melbourne, Australia 2020. Australian Institute of Food Scientists and Technologist Summer School

Exchange Student, Jiangnan University, Wuxi, China 2015. Ontario-Jiangsu Food, Language and Culture Exchange Program

College Student George Brown College, Toronto, ON, 2008. Math, Physics, Anatomy and Psychology

Certifications

G Licence (Auto) **Smart Serve** (Alcohol Service) **FSW** (Food Service Worker Equivalent)

PCO License (Boat) **First Aid**: Basic, Emergency, Standard. **CPR**: (A, B, C). **NLS** (National Lifeguard Service) Lifesaving and Swimming Instructor, Advanced and Standard First Aid Instructor.

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Employment Experience

Food Service Worker (Summer): Golden Dawn Retirement Home, 2018. Prepared, cooked and served meals for >50 residents. Produced customized and specialized meal plans according to specifications as instructed by dietitian or head chef. Responsibilities included cleaning kitchen, dining and work areas and organizing flow of information about resident requests and specialized meals out. Duties for next days prep: baking, preparing snacks and desserts, overnight roasts.

Swimming Instructor/ Lifeguard: City of Guelph, 2014-2015. Town of Milton 2011-2013. Town of Halton Hills 2005-2006. Responsibilities include supervising and enforcing pool rules for the safety of all patrons and keeping up to date with the Lifesaving Society's standards. Anticipating possible problems and taking steps to prevent damage and injuries and improve safety. Preparing lesson plans, instruction and evaluation of students. Uses appropriate activities for the ages and levels: drills, stroke correction, songs and games

Product Developer (Summer Student): Niagara Natural Fruit Snacks, 2014. Responsible for 3 main projects: reformulating fruit snack to include inulin to have a "high fibre" snack designation by USDA for American market, R&D; a shelf stable sour natural fruit snack and designing/ implementation of cost reducing measures for the coating dip tank. Assisted in development of novel gluten-free licorice. Also responsible for creating SOP forms, measuring Brix, pH, working with suppliers to source ingredients for the R&D projects and running test batches.

Butcher's Assistant/ Customer Service and Sales: Agram Meats, 2013. Responsible for following GMP in the production of value-added meat products as well as packaging various RTE products. Responsible for display; layout, presentation, temperature control monitoring, cleaning and weekly sanitation.

Inside Sales Representative: W.R. Meadows, 2010-2011. In charge of procuring new leads by looking at architectural specifications and contacting firms if our product was equivalent. Forwarded leads to outside sales reps for follow up and quadrupled sales leads by designing and implementing a more efficient system. Also responsible for answering customer questions and referring new customers to appropriate distributors. Clerical work including filing, inventory control, processing orders and invoicing customers.

Corporate Sales Trainer: Fever Marketing, Rogers Cable, 2009-2010. Door to door marketing (direct sales) built confidence and conversational skills. Learned and implemented marketing/ sales techniques: closing a deal, objection handling, positive and professional appearance and work ethic. Promoted to trainer, responsible for training new hires on product specifications, paperwork, and sales skills.

Cashier/ Cook: HMR, Real Canadian Superstore, 2005-2008. Served customers, used cash registers, pricing systems, labelling and packaging ready to eat foods. Cooked and prepared hot and cold foods cleaned and sanitized workspaces. Stocked shelves and set up displays.

Other Relevant Professional and Volunteer Experience

Volunteer, Food Justice Program, Project Serve 2019.

Territory Cofounder, Daiily by Freshii 2018-2019 Expanding daily meal plan markets for pickup and delivery service.

Marketing Manager/Writer/Photographer/Co-Founder, Spoon University Guelph 2014-2019.

Food Science Club Executive, University of Guelph 2016-2018.

Bookkeeping, Roberta Cuthbertson, CMA Small Business Accounting 2004-2017.