

LISA NOBLE

CUSTOMER SERVICE • BOOKKEEPING • SMALL BUSINESS OPERATIONS

North York (Toronto), ON | 1-250-986-0196 | lisa@nerdy-chic.com
[linkedin.com/in/lisa-noble-nerdy-chic/](https://www.linkedin.com/in/lisa-noble-nerdy-chic/) | [lisa-noble.com](https://www.lisa-noble.com)

PROFESSIONAL PROFILE

After working in tech as a web & software developer for most of my career I'm looking to transition to a new industry and role. Having owned and operated my own business for the past 12 years I'm well versed in many areas: corporate bookkeeping and T2 as well as personal tax preparation, concurrent project management where deadlines may shift and priorities may need to be re-evaluated, invoicing and AR, document management, building custom software solutions, managing a team and ensuring work keeps moving forward, advanced Excel and Google Sheets skills (pivot tables & lookups), and clear communication with clients.

CLIENT-FACING & CUSTOMER SERVICE WORK EXPERIENCE

Nerdy Chic | Nanaimo, BC / Remote

Sales, Client Onboarding, Operations & Web/Software Development | 2022–Present

- Sales & discovery calls with potential clients seeking custom software development, e-commerce support, troubleshooting for software and integration issues, and email marketing/automation, social media management, and bookkeeping services.
- Wrote proposals and contracts for one-off projects and recurring monthly services.
- Handled client onboarding including contract signing and document / resource gathering.
- Responded to client questions through email and video, explained technical concepts in an approachable and easy to understand way.
- Managed concurrent projects & shifting priorities, ensuring that deadlines were still met and clients were kept informed of progress.
- Delegated work to contractors such as junior developers and graphic designers
- Built custom software solutions, primarily for e-commerce websites using Wordpress/Woocommerce and Shopify
- Wrote documentation for non-technical users of custom software & business systems, filmed & edited video demonstrations where helpful/appropriate
- Maintained bookkeeping records and prepared documents for year-end tax filings, created individualized walk-through videos for small business owners
- Advanced level usage of software like Excel/Google Sheets, accounting software such as Quickbooks, CRMs such as Salesforce, and more - I learn new software very quickly.

Luxe Studios | Nanaimo, BC

Owner, Manager & Head Instructor | 2015–2020

- Created a welcoming & inclusive environment for adult beginners in dance who were outside of their comfort zone - fostered a supportive community environment within the studio.
- Ran the front desk and provided a positive first impression of the studio by greeting students warmly, answering questions, providing instructions & assistance with registration, assisting with completing participation waivers and maintaining a clean & attractive front reception area.
- Responded to prospective & current student questions via phone, email and in-person about classes, memberships, schedules and registration, and using the MindBody booking system.
- Took payments in person using a POS system and updated student accounts in MindBody.
- Developed curriculum for progressive beginner through to high-intermediate level pole dancing & fitness classes, including warm-ups and conditioning exercises.

- Taught fun & engaging dance/fitness classes and managed a team of 5 instructors.
- Cleaned studio daily, laundered cleaning cloths, and replenished cleaning supplies as needed
- Managed all marketing including the website, social media accounts, and paid advertisements in local print media as well as online.
- Maintained a valid First Aid certification & completed yearly training updates to stay current on best practices for teaching fitness classes.

Tantra Fitness Studios | Vancouver, BC

Front Desk | 2010-2012

- Set the studio up for classes or parties before opening, tidied & cleaned at the end of the night
- Sold memberships and class passes using the POS system, answered student questions & assisted with class registrations
- Booked private parties & classes & took deposit payments
- Maintained the studio website & social media accounts

Japan Travel Bureau | Vancouver, BC

Conversational English Teacher & Tour Guide | 6-Week Programs in 2006-2007

- Led conversational English classes for groups of 4-6 Japanese students visiting Vancouver, adapted class content and difficulty level to be appropriate for the current group.
- Led activities & tours to various destinations in the Vancouver area for Japanese tourists, provided history and cultural context, assisted with purchasing entrance tickets and souvenirs.

SPECIALTY RETAIL EXPERIENCE

Three Dog Bakery | Vancouver, BC

Retail Sales Associate & Baker | 2007-2008

- Greeted customers and processed purchases using a POS system
- Helped customers choose foods, treats, toys and accessories by asking questions about their pets and providing product information, samples & demos
- Suggested additional products & upsells where appropriate
- Prepared and decorated specialty cakes, cookies and fresh treats safe for consumption by dogs while following established recipes & decorating guidelines
- Maintained a clean & organized work area before, during, and after baking/treat prep
- Stocked shelves and display cases, monitored inventory, placed replenishment orders and maintained attractive product displays in store

FOOD SERVICE EXPERIENCE

McDonald's | Nanaimo & Vancouver, BC

Crew Member | High school & University (2001 - 2007)

- Greeted customers in the restaurant and drive-thru, took orders and payments through the POS system, served food in a timely manner
- Prepared menu items according to company recipes, following standardized procedures and quality guidelines in a fast-paced restaurant environment.
- Handled frequent dinner rushes by working efficiently, communicating with the team and staying focused on accurate, consistent service.

Soups Etc! | Vancouver, BC

Team Member | University (2007)

- Greeted customers, took orders, and processed payments made by cash or card through the POS system.
- Prepared a selection of pre-made soups and to-order sandwiches for customers.
- Managed inventory levels and placed orders when stock was low.
- Responsible for store opening procedures & setting up till float.

ONLINE MARKETING & SERVICES

Simpson Media Inc | Nanaimo, BC / Remote

Co-Founder & Chief Technology Officer | 2014–2024

- Managed a portfolio of over 200 affiliate marketing websites built on Wordpress.
- Maintained all financial records & bookkeeping ledgers, prepared documents for year-end T2 corporate tax filing as well as personal tax filings for directors.
- Solved technical issues on websites, improved processes for publishing new content, improved search engine visibility, built custom coupon plugin that increased conversions.
- Applied for new affiliate programs and managed relationships with existing affiliate partners.
- Managed copywriting contractors & provided constructive feedback on how to improve website copy for search engine visibility.

Adnet Communications | Vancouver, BC

Content Specialist | 2012–2014

- Formatted and published time-sensitive news releases required for regulatory compliance of publicly traded companies on the TSX, releases were published to websites and sent to shareholder email lists
- Updated client websites as required using a proprietary content management system with a heavy emphasis on security and data protection.

Cymax Stores | Vancouver, BC

Website Manager | 2008–2010

- Started as product team member, responsible for uploading new products & updating current listings across a suite of drop-shipping e-commerce websites. Ensured accurate descriptions, images, and product colours/other options.
- Promoted to website manager after 16 months.
- Managed a team of 5-10 product team members responsible for adding new listings and do quality checks on current listings across assigned e-commerce sites.
- Maintained good relationships with existing product suppliers and sourced new products & suppliers.

OTHER WORK EXPERIENCE

Harmac Pacific | Nanaimo, BC

General Labour & Safety Watch - Summer Student Program | Summers from 2003–2007

- Completed training on industrial workplace safety - including WHMIS.
- Completed additional training on measuring levels of hazardous gases in enclosed areas.
- Assisted with general clean-up and maintenance of mill during shut-down periods: shoveling, raking, sweeping and washing machines and equipment. Occasional light landscaping work.
- Performed safety watch duties for teams working inside enclosed areas: monitoring gas levels, regularly checking in with team leaders by radio, provided welding tools & equipment upon request via a pulley system.

EDUCATION & LANGUAGES

Continuing Studies, Object Oriented Programming | British Columbia Institute of Technology, 2011

Bachelor of Arts, Japanese Language | University of British Columbia, 2007

Certificate of Internet Essentials, Career Technology Program | Vancouver Island University, 2002

Languages Spoken: English (native) | Spanish (B2) | Japanese (basic conversational)