



BIRCHANA CALDWELL
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BIRCHANACALDWELL.COM

BIRCHANA CALDWELL | LIFESTLYE PROFESSIONAL

WANTS TO MAKE YOUR LIFE RELAXED AND MORE ENJOYABLE

Birchana caters to those juggling personal commitments with long working hours, hectic schedules, long commutes, demanding lifestyles, and those who just find it difficult to complete all of life's tasks on their own.

Providing assistance to business executives, families, singles, couples, new parents, house-bound individuals, and seniors is only the beginning. Personal assistants function as organizers, co-ordinators, shoppers, errand-runners, and just about anything else you can imagine, allowing you the valuable time to focus on the more meaningful aspects of your life, such as your family, your career and your fun!

Professional assistant and "concierge" service is your personal solution to today's ever-growing busy lifestyles. You too can achieve comfort and balance between your career, family, and social life. Please call directly, or send an email for more information.

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CAREER EXPERIENCE

Sam's Foods | Manitou, MB | www.samsfoods.ca

Produce Manager - present

Sam's Foods, located in Manitou, Manitoba, is the town's sole grocery store, bustling with customer activity. As Produce Manager, primary responsibilities include:

- overseeing inventory, shelving, and upholding proper product display of the store's fresh produce department.
- responsible for multiple produce orders throughout each week using an online food distribution/ordering system.

Riverside Resources Inc. | Vancouver, BC | www.rivres.com

Investor Relations

Riverside Resources Inc. (TSX: RRI) operates under a joint-venture, shared-risk business model that capitalizes on the company's technical knowledge and vast experience in the mining & resource industry. The company acquires quality projects that have unrecognized upside and solid potential for discoveries. As Investor Relations for the company, primary responsibilities included:

- daily communication with current and prospective investors through telephone and email campaigns.
- organized and facilitated corporate net meetings, web conferences, and news releases.
- prepared relevant corporate marketing collateral for conferences.
- accompanied Directors & Management to trade shows and provided on-site IR services during shows.
- implemented, tracked, and updated the corporate shareholder, contacts, and prospective investor databases.

United Resource Group | Vancouver, BC | www.urg.ca

Executive Assistant

United Resource Group, now known as Plan B Management, represents a unique conglomerate of publicly traded companies in the resource and mining industry. As Executive Assistant to the Board of Directors of these numerous companies, primary responsibilities and daily office procedures included:

- front desk reception; telephone and email communication.
- handling accounts payable & receivables for each respective company.
- maintaining office supplies & inventory.
- boardroom meeting & catering preparations.

Canada Export Centre | Vancouver, BC | www.canadaexportcentre.com

Event Planning & Public Relations

Developed to promote, support and match Canada's exporters to buyers from around the globe, the Canada Export Centre works with the Canadian government, various trade and industry associations and foreign consulates in Canada to capitalize on all the inbound trade delegations and business people who come here looking for trade opportunities. In being responsible for the Grand Opening Event, duties included:

- interviews with reporters; writing media releases and attending media events.
- attracted VIP list for Grand Opening Event through personal contact and follow up with CEO's and department heads.
- reported directly to Company President.
- managed successful opening and received positive feedback from VIP attendees.

Canada Post | Tignish & Alberton, Prince Edward Island | www.canadapost.ca

Postal Clerk - Bilingual

Upheld Canada Post values and maintained excellent customer service. Duties included front counter Postal Clerk, opening and closing of postal offices, travel between different locations, and was a bilingual position.

PERSONAL ASSISTANT EXPERIENCE

I began my own personal assistant business because of a void I recognized within the daily lives of close friends and co-workers. The typical busy, working professional was lacking time, focus and energy to maintain their own personal lives. That's where Birchana Caldwell Lifestyle Professional comes in. I provide 24-7 personal and confidential assistance which allows my clients to spend more time doing what they enjoy in life.

Susan Robinson | *Retail Business Owner*

- Personal and private gift shopping.
- Grocery shop for home.
- Cleaning at home and business.
- Event planning for business functions & celebrations.
- Home organization.
- Personal errands (on call 24/7).
- Assist with taking elderly family member to doctor appointments etc.
- Filing at business location, and assist where needed at business location.

Murray Seitz | *Professional Business Executive*

- Office organization.
- Management of Accounts Receivable and Payables.
- Weekly cleaning of penthouse apartment.
- Weekly grocery shopping and meal plan arrangement.
- Event planning for both business and personal social events.
- Bespoke personal shopping for family birthdays, Christmas, graduations etc.
- Calendar management for all personal and business outings.

Mike Hudson | *Retired professional player of the National Hockey League & Founder of Camp Goodtimes Golf Classic*

- Brokering agent for the family's Private Box at Vancouver's Rogers Arena for all hockey games & music concerts.
- Head of Committee for all aspects of the annual Camp Goodtimes Golf Tournament, benefiting the Cdn. Cancer Society.

Lisa Nairn | *Commerical Mortgage Broker*

- Weekly cleaning and organizing of apartment and home office spaces.
- Personal and private gift shopping.
- Grocery shopping & preparation of weekly meal plans.
- Dry cleaning pick-up and drop-off.

Tiffany Vincent | *Professional Court Reporter*

- Facilitated all move-in / move-out services during personal condo renovations.
- Custom shopped for various pieces of condo renovation.
- Organizing of all home, office and storage spaces.
- Grocery shopping & weekly meal preparations.
- Dog sitting services, both during daytime and full 24hr overnight service.

David Rabson | *Private elderly senior client*

- Organizing and cleaning of condo/apartment.
- Personal shopping.
- Taking David to scheduled doctor appointments.
- On call / available for medical emergencies & visits in hospital.
- Ensure quality of life and let him have some fun!

HOSPITALITY INDUSTRY

Billy's Family Restaurant | Princeton, BC | www.billys.info

Waitress

Recognized as a Princeton landmark for over 40 years, Billy's Family Restaurant is a popular family diner for locals and tourists alike. Responsibilities include working as a team, serving in a fast-paced work environment, handling of cash, cleaning and closing of restaurant.

Sophie's Cosmic Cafe | Vancouver, BC | www.sophiescosmiccafe.com

Waitress, Bartender, Hostess

Known as Kitsilano's coolest diner, Sophie's has been serving Vancouverites and friends from around the world since 1988. Work was done in a fast paced team environment where customer satisfaction was met and surpassed. Accomplishments reached above and beyond to include receiving customer thank you letters and management recognition for excellent customer service.

Joe's Grill | Vancouver, BC | www.joes-grill.ca

Waitress

A favorite for locals from West End Vancouver makes Joe's Grill a hot spot for friends to gather for brunch. A popular diner with many tourists coming in, we not only offered quality food but excellent customer service to inquiring tourists. Fast paced, team focused with responsibilities of opening and closing restaurant, handling of cash and cleaning.

CHARITABLE INVOLVEMENT & VOLUNTEERING

Camp Goodtimes Golf Classic Tournament | Event Co-ordinator

Vancouver, BC | 2010 - 2016 | www.campgoodtimesgolf.ca

Murdigras Charity & Music Event | Assistant to Founder

Vancouver, BC | 2007 - 2011 | www.murdigras.com

TTM Charity Yacht Event | Event Co-ordinator

Vancouver, BC | 2008 - 2010 | www.ttmcharityevent.ca

EDUCATION

Langara College | Public Relations Certificate

Vancouver, BC | 2005

Career Skills College | Business Diploma

Charlottetown, PEI | 1999

REFERENCES

Randy McLean | randyhmclean@gmail.com [Owner: Billy's Family Restaurant, Princeton, BC]

Susan Robinson | susan.robinson@homehardware.ca [Owner: Home Building Centre, Princeton, BC]

Lisa Nairn | lisa@lisanairn.com [Personal Assistant Services, Vancouver, BC]

**Further contact information for References are available upon request.*