

# ROCHELLE BASEN

Dept of Words & Deeds,  
Project Lead

## Summary Bio

Rochelle is an entrepreneur and events specialist with a background in urban issues and media production. After becoming involved in civic and environmental issues in Halifax, Rochelle went on to found and manage a café and catering company in Toronto, orchestrating large-scale events as well as establishing a community hub at the café. All the while, Rochelle remained active in writing and media, contributing to zines, journals, and radio projects on a variety of subjects.

## Expertise

- Professional writing and notetaking
- Stakeholder mapping & interviewing
- Effective workflow management
- Event Planning and logistics

## Education

- Copyediting, Simon Fraser University, Vancouver, BC (2013)
- Bachelor in Arts in Contemporary Studies and Religious Studies, University of King's College, Halifax, NS (2012)



## Employment History

- 2017 – Present  
Project Lead, Dept of Words & Deeds
- 2015 – 2017  
Owner-operator, Golden Café and Catering company
- 2014 – 2015  
Contributing Editor, Hey Now Magazine
- 2011 – 2013  
Personal Assistant, Ecology Action Centre
- 2011 – 2012  
Literacy Instructor, Oxford Learning Centre
- 2009 – 2010  
Head Instructor, Camp Arowhon
- 2008 – Present  
Documentary Transcriptions and Notes, CBC Radio

## Project Highlights

Brookfield Institute - Robot Talks  
2017 – 2018

Lead notetaker and stakeholder interviewer on a province wide engagement and research project examining the impact of automation on the workplace across sectors and regions. The consultation process includes public workshops and stakeholder engagement sessions in 12 Ontario municipalities. Responsibilities included the recruitment and coordination of stakeholders, conducting interviews, capturing and summarizing participant input for over 200 interviewees.

Event Management & Catering Services  
2015 – 2017

Owner-operator of busy west end café and catering company, with all the responsibilities that comes with running a small business: financial record keeping, inventory, social media and other marketing, client relations. Also coordinated and executed large scale catering events for clients including Shopify, CBC, and Tourism Toronto.

Canadian Broadcasting Corporation  
2017

Consultant on a large-scale marketing initiative for CBC Media Solutions Division. Designed and delivered promotional package for advertising clients (approximately 400 people) in support of CBC's Canada 150 programming launch .

Our Halifax Regional Municipality  
Alliance  
2011

Assistant to Coordinator: Supported Coordinator of long-term visioning of Halifax Regional Municipality that united community, environmental and special interest groups from across the municipality to advocate at all levels of government for smart and sustainable urban planning.

