

# Harta-Lee Guthrie

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1(876)377-7159

📍 St. Catherine, Jamaica



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## CORE COMPETENCIES & SKILLS

- **Signature Skills:** Event Planning, Sales & Administrative Support, Inventory Management and Content Development
- Bookkeeping using QuickBooks, PeachTree, and Freshbooks
- Procurement Coordination using custom databanks and the Government of Jamaica Electronic Procurement (GoJep) portal
- Project Management and Timeline Management using Asana, ClickUp, Monday, nTask, Trello, and Jira
- Digital Sales Marketing and Copywriting using SemRush, Moz, HubSpot, ActiveCampaign, ClickFunnels and Google Search Console
- Graphic Design and AI image manipulation using Midjourney, Dall-E, Adobe Creative Cloud, Kittl, and Canva
- AI Language Model Prompt Engineering using ChatGPT, Claude, DeepSeek, Pi and LLaMA
- Website and Landing Page Development using Wix, WordPress, SquareSpace, and Framer
- Industry/Niche Data Mining (Research) with Perplexity, Bard, Oracle Data Mining, and KNIME
- Meeting Coordination using Calendly, Schedulicity, YouCanBookMe, and Google Calendar

## NOTABLE PROJECTS

- **LetsTalkAbtLyf Community Engagement** – Creating valuable resources aimed at empowering youth through social media, webinars, and school initiatives, I focus on career development, financial literacy, and spiritual growth to support their future advancement.
- **Church Media & Graphics Development** – Designed visuals for church livestreams, projector displays, and missionary handouts, enhancing digital and in-person worship experiences.
- **National UPCJ Campsite Development Promotion** – Developed strategic promotional methods for the National United Pentecostal Church of Jamaica's campsite development initiative, resulting in increased awareness and donor engagement.

## FORMAL EDUCATION

**Postgraduate Certificate in Project Management** - University Council of Jamaica (UCJ) Accredited (Expected May 2025)

**University of the Commonwealth Caribbean (UCC)**

**Relevant Modules:** Project Development & Implementation, Project Management Statistics, Financial & Economic Evaluation, and Project Organization Models

**Bachelor of Science in Applied Science, Class of 2023** - University Council of Jamaica (UCJ) Accredited

**University of Technology, Jamaica (UTech, Ja.)**

- **Relevant Coursework:** Document Analysis, Fundamentals of Photography, Research Methodologies, Essentials of Technical Writing, Introductory Statistics, Legal Ethical Practices, Quality Assurance Management, Physical Environment Planning, Analytical & Medicinal Chemistry, Forensic Principles, etc.
- **Relevant Training:** Headspace GC/MS (model 5977B) Live Training, Caribbean Association of Forensic Sciences Webinars, SelectScience® Webinars, and IgKnight Relationship-Centric Leadership Program

**High School Diploma, Class of 2019**

**St. Catherine High School (SCHS)**

- **Relevant Coursework:** Health Sciences, Agriculture Science, Information Technology, Advance Mathematics, etc
- **Alumni Contribution:** Assistant Exhibition Coordinator for Annual Health Fair

## FURTHER LEARNING, CERTIFICATES AND TRAINING

**Project Management Professional (PMP) Certification** - Continuing Professional Development (CPD) Accredited

**Project Management Institute, Jamaica Chapter**

Goal for June 2026

**CPR, AED and First Aid** - Continuing Professional Development (CPD) Accredited Certificate

**National Health Care Provider Solutions (Facilitated through Alison)**

Goal for August 2025.

**Professional Diploma in Procurement and Purchasing** - Continuing Professional Development (CPD) Accredited

**Institute of Management, Technology and Finance (MTF Institute)**

Goal for June 2025

**Basics of Cybersecurity** - Continuing Professional Development (CPD) Accredited Certificate

**Fortinet Training Institute (through JET Programme)**

Awarded in April 2025. No Expiration date.

**MiniMaster of Business Administration (General), Class of 2024** - Continuing Professional Development (CPD) Accredited

**European Institute of Leadership and Management (EILM)**

Awarded in December 2024. No Expiration date.

**Digital and AI Navigator for Remote Workers** - Training Course

**Internet Income Jamaica (through NCB Level-Up Programme)**

Awarded in December 2023. No Expiration date.

**Introductory Certificate to Digital Marketing Strategy** - Certificate Course

**iCreate Institute (an affiliate of the University of the Commonwealth Caribbean (UCC)) through NCB Level-Up Programme**

Awarded in December 2022. No Expiration date.

**Social Media Management** - Certificate Course

**CreaTech (by KingstonCreative) in collaboration with HEART/NSTA Trust**

Awarded in March 2022. No Expiration date.

**Understanding your Payslip: The Jamaican Context** - Certificate Course

**Auld's Academy and Charity Foundation**

Awarded in January 2022. No Expiration date.

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## RELEVANT WORK EXPERIENCE

### **Procurement and Administrative Officer (Full-time / Hybrid)**

**Jamaica Council of Advocates (JYAN), August 2023 - May 2025**

- Evaluated and responded to incoming communications from stakeholders and media representatives via phone calls, social media, and email, ensuring prompt, accurate, and professional handling of inquiries and requests.
- Executed comprehensive logistical and administrative tasks for meetings, workshops, and programmatic activities, including document filing, minute-taking, preparation of supply kits, feedback collection, refreshment distribution, and registration facilitation, ensuring smooth and efficient event operations.
- Developed and implemented an inventory management system to track office supplies, program activity records (including memos, agendas, stipend sheets, and surveys), and B2B vendor relationships (invoices, contracts, purchase reports, payment vouchers, and shopping reports), optimizing resource management.
- Led procurement activities for venues, paraphernalia, external services, and other through the issuance of RFQs, the establishment of purchasing agreements, and coordination of custom delivery arrangements, ensuring timely delivery and support for advocacy events and ongoing office operations.

### **Logistics Assistant (Student Internship / In-Person))**

**Jamaica Constabulary Force's Technical Services Division (TSD), 260+ hours within the summer of 2023**

- Collaborated with forensic teams to streamline logistical support for investigations, ensuring prompt evidence retrieval.
- Executed precise data entry for comprehensive organization of evidence-related information.
- Provided outstanding customer service to CIB members by promptly addressing inquiries and requests with a professional demeanor.

### **Data Verification Assistant (Temporary / In-Person)**

**JMMB Joan Duncan Foundation (Scholarship Opportunity), November 2022 - January 2023**

Conducted thorough verification and updating of data from legacy lead sheets through cold calls, accurately transferring information to a new database.

### **Assistant Event Manager (Part-Time/ In-Person)**

**St. Catherine High School (SCHS) Alumni Association, March 2023 - Present**

- Managed exhibitor logistics, overseeing tent placements, setup coordination, and on-site support to ensure smooth event operations.
- Provided real-time assistance, addressing exhibitor needs, troubleshooting issues, and guiding attendees to enhance their event experience.
- Designed campus signage and maps, optimizing event layout and improve navigation for 200+ attendees for better participation flow.

### **Pensions Sales Support Consultant (Temporary / In-Person)**

**VM Pensions Management Ltd, May 2022 - August 2022**

- Developed new creative strategies through research and troubleshooting to showcase company offerings to both B2B and B2C audiences, effectively capturing leads and broadening the customer base.
- Created a comprehensive customer service Standard Operating Procedure (SOP) to guide clients seamlessly through their initial onboarding process and ensure prompt follow-up on outstanding KYC documents, utilizing both in-person and phone communication channels.
- Maintained a comprehensive Customer Complaints log, meticulously documenting and reporting issues related to accessing company products and services, contributing to ongoing improvements.

### **Administrative Assistant (Temporary / In-Person)**

**Strata PSP #561 (Gardens of Acradia), April 2022 - May 2022**

- Served as interim office manager for a privately owned apartment complex during the incumbent's sick leave. Successfully handled tasks such as drafting memos and notices, onboarding new tenants, maintaining accurate database records, and overseeing financial operations (like invoicing, expense tracking, and salary disbursements), ensuring operational continuity and efficiency.

### **Communications and Campaigning Manager (Part-Time/ Remote)**

**Auld's Charity Foundation, February 2022 to July 2023**

- Managed and optimized 3 social media platforms for the band, achieving a 10% increase in monthly impressions through strategic content curation, captivating caption designs, and effective inbound/outbound marketing strategies.
- Crafted marketing campaigns to enhance brand awareness and drive fundraising efforts, resulting in a 10% boost in monthly impressions on average.

### **Financial Education & Outreach Representative (Part-Time/ In-Person)**

**VM Group (Formerly Victoria Mutual Group, January 2020 - May 2022**

- Hosted and facilitated online series and webinars to educate audiences on financial literacy and responsible financial behavior.
- Recruited and signed up clients for organizational financial products, enhancing outreach and user engagement.

### **Creative Executive Assistant (Freelance / Remote)**

**HaruCreationsJa c/o Haru Soultions & Consulting (My Registered Freelance Brand), November 2019 - Present**

- Optimized executive operations by managing calendars, scheduling meetings, preparing agendas, and transcribing discussions to enhance team collaboration.
- Coordinated business travel across the Caribbean, handling reservations, itineraries, and logistics to ensure seamless operations.
- Streamlined document management by organizing physical files, developing structured digital databases, and implementing operational routines to enhance workflow efficiency and accessibility.
- Executed high-impact content strategies, managing social media, email marketing, user-generated product demonstrations, coordinating influencer marketing and platform moderation to strengthen audience engagement and brand identity.
- Directed promotional events and activations, partnering with marketing agencies for road marches, flyer distributions, and live in-person brand experiences to increase sales and consumer awareness.