

# JESSE (JJ) ARGENT

SYSTEMS • IMPACT • PEOPLE

Built to run without **me**.

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13+ years across higher education, major events and community impact in Australia and Canada - building clarity, capability and sustainable delivery at scale. I turn complex programs, teams and operations into systems that keep working. Senior leader with experience across complex institutional, event and community environments, including portfolios spanning 17 buildings, 94 FTE, budgets to \$2.8M, 525+ annual events and audiences above 145,000. Known for entering fast-moving or under-documented environments, identifying the operational bottleneck, and building practical systems, governance and team capability that continue beyond the initial intervention. Brings calm judgement, direct communication and inclusive stakeholder leadership to high-stakes delivery.

**145,000+**

EVENT ATTENDEES

**94 FTE**

UNIONISED WORKFORCE

**\$2.8M**

OPERATIONAL BUDGET

**525+**

ANNUAL EVENTS

**\$1.2M+**

SPONSORSHIP VALUE

**8,000+**

WEEKLY COLLECTIONS

## CORE LEADERSHIP CAPABILITIES

- # Portfolio & program leadership
- # Operational transformation & SOP design
- # Large-scale events & public activations
- # Budget, procurement & commercial governance
- # Workforce planning, coaching & performance

- # Executive and matrix stakeholder influence
- # Risk, compliance & crisis response
- # CRM, workflow and digital service design
- # Community partnerships & inclusive engagement
- # Communications, marketing & sponsorship

## PROFESSIONAL EXPERIENCE

### Senior Coordinator, Projects & Developments - Monash University

**Mar 2026 – Current (Contract)**

- Direct end-to-end planning for Monash Open Day across five student portfolios, aligning access, peer learning, disability support and development teams within a single operating plan.
- Lead recruitment, onboarding and coordination of 300+ student staff and volunteers per semester across university-wide activations and services.
- Manage annual multi-channel communications planning across five departments in partnership with central marketing and communications, translating complex service priorities into clear audience journeys.
- Design registration, feedback and focus-group infrastructure using Qualtrics and related workflows to improve insight, accessibility and support for priority student cohorts.
- Convene senior internal stakeholders and external partners to resolve dependencies, clarify ownership and deliver compliant, accessible outcomes across multiple workstreams.

### Business Manager - Argent Insured Industries

**Oct 2025 – Current**

- Direct strategic planning and daily operations for a growing security business, market development, team leadership and compliance management.
- Develop and execute strategic business plans that identify and secure new opportunities across the local security market, driving revenue growth and regional expansion.
- Serve as primary advisor to key clients and partners; lead sales presentations and contract negotiations.
- Manage budgets, forecast revenue and prepare financial reports to ensure profitability and fiscal sustainability.

### Business Manager, Ancillary Services Operations – University of Toronto Portfolio

**Nov 2024 ~ Sep 2025 (contract)**

- Led operational delivery across a 17-building portfolio supporting a 94 FTE unionised workforce and \$2.8M operating environment, coordinating services across facilities, security, IT, catering and student-facing teams.
- Partnered with software developers to configure EventPro as a unified bookings and operational platform, connecting billing, dietary requirements, client follow-up and reporting workflows.
- Authored SOPs, technical manuals and video training resources that converted undocumented knowledge into repeatable processes for staff and student associations.
- Chaired cross-campus operational meetings resolved allocation conflicts and directed logistics for major programs including the Toronto International Festival of Authors, graduation ceremonies, guest lectures and open days.

### Manager, Production & Programming - Calgary Pride | Calgary

**Jul 2024 ~ Jan 2025 (contract)**

- Directed production and programming across a 24-event festival portfolio reaching 145,000+ attendees, including the city-centre parade and two-day flagship festival.
- Coordinated multi-stage infrastructure, licensed areas, sponsor activations, community markets, performers and city-wide operational dependencies within a \$1.75M festival environment.
- Built trusted relationships across government, emergency services, advocacy groups, sponsors, artists and contractors, using early engagement to resolve politically sensitive issues while protecting safety, inclusion and uninterrupted delivery.
- Led core staff, contractors and 230+ volunteers through peak operations, maintaining clear escalation pathways and calm decision-making under time-critical conditions.

**Division Manager, Events, Advertising & Sponsorship - University of Melbourne (UMSU)****Nov 2022 - Jun 2024**

- Held division-wide accountability for 525+ annual events and a workforce of 4 FTE, 3 part-time employees, 25 casual staff and 160+ volunteers.
- Directed the five-day Orientation festival across nine precinct buildings, two theatres, an outdoor amphitheatre and 200+ club and commercial activations, plus satellite campus programs.
- Built and managed a sponsorship portfolio exceeding \$1.2M in cash and in-kind value through naming rights, activation packages and multi-year partnerships.
- Established operating frameworks for approvals, vendors, staffing, risk, accessibility and cross-campus delivery while aligning faculties, central marketing, accommodation providers, clubs and external partners.

**Project Manager & Food Relief Coordinator - University of Melbourne (SASS)****Aug 2021 - Nov 2022**

- Transformed a temporary carpark-based aid pilot into a university-scale food-relief program, growing weekly registrations from 400 to 8,000+ while preserving dignity and accessibility.
- Secured a dedicated commercial building and embedded the service into longer-term funding and operational frameworks while owning service design, communications, suppliers, intake logistics and crisis response for 12 months.
- Recruited and trained a rotating workforce of 400+ student and staff volunteers, creating the documentation, safety procedures and role clarity required for safe scale.
- Shared the operating model with universities nationally, contributing practical guidance to the broader tertiary student-support sector.

**Student Engagement Coordinator - University of Melbourne (GSA)****Apr 2021 - Aug 2021**

- Replaced paper-heavy club and program workflows with digital forms, databases and automated pipelines in Smartsheet and Eventbrite, reducing processing time by 20%.
- Managed the primary customer-service hub and complex escalations while coordinating Open Day, Orientation, Family Day, SWOTVAC and exam-support programs with student casual staff.

**EARLY CAREER AND LEADERSHIP****Team Lead, Admissions - Keypath Education****Nov 2019 - Apr 2021**

- Led high-volume recruitment pipelines using CRM dashboards and structured coaching; exceeded enrolment targets by up to 180%, achieved top results and supported new-starter onboarding.

**Duty Manager - MiHaven Student Living****Nov 2017 - Nov 2019**

- Directed after-hours operations for a residential student community, including safety, facilities escalation, compliance inspections, fire procedures and student wellbeing response.

**Student Union President, Cairns Officer & Equity Officer - James Cook University****Aug 2013 - Jun 2018**

- Represented student interests across institutional governance, clubs and societies, orientation, equity advocacy and frontline support, working directly with university executives and review panels.

**SELECTED COMMUNITY & GOVERNANCE LEADERSHIP****Founder & Program Director - JJ's Community Support****2020 - 2023**

- Established a regional crisis-support network coordinating volunteers, supply chains, funding and emergency assistance for community members experiencing hardship.

**Founder & President - Redlynch Valley Community Inc.****2015 - 2019**

- Incorporated and governed a registered community organisation, chaired board processes and built partnerships with government, businesses and residents.

**Student & Academic Representative - JCU Academic Board & Broderick Review Group****2017 - 2019**

- Contributed to institutional policy review, diversity and inclusion reform, and high-level academic governance alongside senior university leaders and external reviewers.

**EDUCATION, CREDENTIALS AND RECOGNITION**

# Diploma of Tertiary Studies - James Cook University  
 # Certificates I-IV in Information Technology  
 # Certificate III in Hospitality;  
 # Certificate II in Kitchen Operations  
 # TESOL Certification - International Open Academy

# Mental Health First Aid - Mental Health Commission of Canada  
 # Trauma-Informed Care Certificate - Recovery Alberta  
 # First Aid & CPR - Short Courses Australia  
 # Google AI Fundamentals - Coursera

*Finalist, Victorian Volunteering Awards - Inclusive Volunteering, 2022*  
*Nominee, Cairns Australia Day Awards, 2017*

**SYSTEMS & DIGITAL CAPABILITY**

EventPro (system administration) | Salesforce | Student CRM | Qualtrics | Smartsheet | Eventbrite | Asana | Monday.com | Teamwork | SharePoint | Microsoft Teams | Microsoft 365 | Mailchimp | Campaign Monitor | SurveyMonkey

**CAREER FOCUS**

Senior Manager / Associate Director / Head of Programs / Head of Operations / Student Experience / Campus Life / Engagement / Events / Community Partnerships / Portfolio Operations. Melbourne-based and open to aligned opportunities across Australia and Canada.