

RESUME

Jay Blakley

Phone (403) 804-4255

E-mail: jay@phdhockey.ca

Education

- Graduated, General High School Diploma
- Graduated, Mount Royal College – Diploma, Sports Administration
- Computer Skills – Microsoft Word, Excel, PowerPoint, Twitter, Facebook, Web site design and maintenance

Relevant Hockey Certifications

- **Hockey Canada**
 - High Performance I Coach
 - Player Safety
- **Hockey Alberta**
 - Respect in Sport
- **NCCP**
 - Theory Level I, II and III
 - Course Conductor - Theory Level I & II
- **ACHIEVE Canada – Conflict Resolution in the Workplace**
- **Respect in the Workplace – Respect in the Workplace**
- **Hockey Alberta – Course Conductor**
 - Initiation Program & Coach Level
 - Player Evaluation and Selection Program
 - Checking Clinics
- **SportQuest Systems**
 - Master Course Conductor for Western Canada
- **Strength & Conditioning Certifications**
 - NSCA (National Strength & Conditioning Association)
 - AFLCA (Alberta Fitness Leadership Certification)
 - ACE (American Council on Exercise)
 - CPAFLA (Canadian Physical Activity, Fitness & Lifestyle Approach)
- **Accomplishments**
 - Ability to work within complicated procedures/guidelines in high volume, fast paced, critical time frames
 - Owned and operated Hockey Development Companies specializing in full-time off-season training programs for elite hockey players (Peewee thru NHL)
 - Creation & delivery of the Hockey's Future Seminar which greatly increased revenue
 - Created and managed the Evolution Hockey Scholarship program to provide financial assistance to players who could, otherwise not afford to participate in the programs
 - Delivered over 1000 one on one on-ice skill development sessions per year
 - Mentorship of over 100 coaches for various minor hockey associations in the City of Calgary and Southern Alberta
 - Responsible for administration, communication and coordination of over 30 Hockey Alberta volunteers and board members
 - Hired and managed over 30 hockey instructors for the world's largest and longest running hockey School in Penticton BC

RESUME

Jay Blakley

Phone (403) 804-4255

E-mail: jay@phdhockey.ca

Profile

- Proven track record in sales
- Worked in capacity of mentor, co-owner and director
- Experienced in program design, implementation, scouting, fund raising, financial management and facility contract negotiations
- Excellent communication skills, both written and verbal
- Volunteer management
- Strong leadership and delegation skills

2016 - 2017

Scouting Consultant to Late Owner; George Gosbee – Arizona Coyotes NHL

- Evaluating WHL & Junior A players
- Completing player scouting reports in a timely fashion and sending to the director of amateur scouting for the Coyotes
- Participating in scouting conference calls

2016 - 2017

Coach Mentor/Strength & Conditioning Coach

Red Deer Motors Pee wee AA (SCAHL Champions)

- Responsible for mentoring all coaches with the team
- Provide guidance and mentorship in the areas of:
 - Practice Planning
 - Game tactics
 - Bench Management
 - Parent & Player Management
- Provided all off-ice strength and conditioning programs and fitness testing for the team

2014 - 2015

Calgary Canucks - AJHL

Director, Player Development/Assistant Coach

- Responsible for all skill development for team and prospects
- Education Advisor for team – Communication & player promotion to NCAA, CIS and ACAC programs
- Assistant coach
- Player evaluation, selection, scouting & identification
- Practice design and execution
- Special Teams
- Consult with General Manager in regards to player movement and trades
- Communicate regularly with Canuck prospects
- In charge of spring camp mail out and recruiting
- Website updates

RESUME

Jay Blakley

Phone (403) 804-4255

E-mail: jay@phdhockey.ca

2011 – 2015

Evolution Hockey

Co-Owner/Director, On-ice Programs

- Ran a 4000 square foot training facility and on-ice program for elite athletes
- Hiring and management of all staff and intern positions
- In charge of all marketing, advertising and all sales
- Design and implementation of all on-ice programs, curriculum & individual skill development training
- Budgets & financials, program administration & accounts payable/receivable
- Payroll administration
- Website design and maintenance
- Managing social media – Twitter, Facebook
- All scheduling and negotiation of ice contracts
- Regular communication with existing and potential new clients
- Player evaluation and recruitment
- Family advising to players and parents
 - Communication & player promotion to WHL, AJHL, BCHL, NCAA & professional teams
- Contract negotiations for minor pro players in North America & Europe
- Evolution Hockey was an AJHL league sponsor – Evolution Hockey Award & Scholarship for Perseverance and Dedication 2014, 2015
- Responsible for all fundraising for the Evolution Hockey Scholarship Program

2003 – 2011

Professional Hockey Development Inc.

President/Owner

- Owner and operator of an independent hockey development company
- Program design & implementation
- Design and running of the PHD Hockey Training Facility. An 85' x 45' sheet of real ice for one on one instruction of hockey players of all ages and abilities
- Independent player evaluations for numerous minor hockey associations
- Responsible for all aspects of running a small business
 - All Sales and marketing
 - Budget, payroll, and financials
 - All administration, advertising, marketing & social media
 - Program design
 - Training of hockey players of all ages and skill levels
 - Hiring and management of all staff
 - Facility & ice maintenance

RESUME

Jay Blakley

Phone (403) 804-4255

E-mail: jay@phdhockey.ca

2005-06

EDGE School for Athletes

Associate Head Coach Minor Midget AAA

Record – RAMHL – 19W 1L – RAMHL Champions - Mid West America League – 9W – 9L

2000 – 2002

Coordinator, Male Athlete Development

Hockey Alberta

- Oversaw and ran Hockey Alberta's Program of Excellence (Male)
- Head Scout / Program Coordinator, Team Pacific – 2001 & 2002 World Under 17 Hockey Championships
- Supervised all aspects of Alberta Cup Program
- Player identification and head scout for Program of Excellence
- Designed and implemented the Hockey Alberta Atom and Peewee Skills Camp Program at the provincial level
- Designed the Hockey Alberta Player Evaluation and Selection Program for Minor Hockey Associations
- Work within approved budgets (\$250,000.00)
- In charge of SportQuest Skill Testing Program
- Delivered numerous seminars to Minor Hockey Associations in Alberta

1994 – 1999

Okanagan Hockey School

Program Coordinator/Head Instructor

- Program design and implementation
- Working within assigned budgets
- Head Instructor for international camps
 - Dubai – UAE
 - Abu Dhabi – UAE
 - Scotland
- In-season communication with NHL guest players
- Coach/Instructor mentorship within the OHS Coach Symposium Program
- Power-skating instructor
- Instructor training & mentoring

RESUME

Jay Blakley

Phone (403) 804-4255

E-mail: jay@phdhockey.ca

Volunteer Experience

2002 – Hockey Canada Under 18 National Team Training Camp

- Team Leader
- Bench Coach

2002 Canadian National Junior Team - SportQuest Testing

2002 – Hockey Canada - National Women's Hockey Team - SportQuest Testing

2002 – Tim Horton's Coaching Day in Alberta

- Lead On Ice Instructor for over 1500 Coaches in attendance
- Program content
- Program design

2001 – 2014 – Scout, Camrose Kodiaks AJHL

2009 – 2010 - Scout, Portland Winterhawks WHL