
STRATEGIC MARKETER

Collaborative, multi-disciplined marketer who can rally a team to achieve exceptional results!

Energetic and results-oriented achiever quickly takes control transforming chaos into order. Renowned as a passionate marketing professional, expert in developing and deploying strategies to move the business forward. Approachable, enthusiastic and motivating mentor and team leader, who sets the footprint for all members to reach full potential.

Core business competencies include:

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|-----------------------|------------------------------------|-------------------------|
| ▪ Team Leadership | ▪ Resource Planning | ▪ Budget Tracking |
| ▪ Direct Marketing | ▪ Customer Relationship Management | ▪ Content Planning |
| ▪ Account Management | ▪ Strategic Planning | ▪ Relationship Building |
| ▪ Customer Engagement | ▪ Digital Marketing | ▪ Social Marketing |

PROFESSIONAL EXPERIENCE

Pulp & Pixels Marketing, Toronto, Ontario

2011 – present

PRINCIPAL

- Contracted to provide expertise in strategic marketing and communications programs, direct marketing, marketing communications, content social media, client services, copy writing operations and project management.

Key contracts include(d):

tag enterprise, Toronto, Ontario <http://www.tagenterprise.ca>

COMMUNICATION STRATEGY

- Leading communication strategy for Kraft Food Services and other b2b clients including client workshops, content and communications, digital strategy, sales programs and events.

Barebulb Creative, Toronto, Ontario

ACCOUNT DIRECTOR

- Manage all marketing initiatives for b2b client including setting up social media platforms, content marketing, direct mail and events. Collaborating with partner to grow the business in 50% in excess of plan.

Agency59 Response, Toronto, Ontario www.agency59.ca

ACCOUNT DIRECTOR

- Led account teams for both SiriusXM and TELUS b2b. Focused on conversion, loyalty and retention programs that are direct to customer – mail and digital, content and social.

BrainRider, Toronto, Ontario www.brainrider.com

OPERATIONS & ACCOUNT SERVICES

- Managed the existing Pitney Bowes account collaborating with a partner to double account in 2012.
- Created and managed content editorial calendar and support programs through digital channels and social media focused on driving traffic, creating marketable leads and converting leads to trials.
- Managed writers, programmers and designers to execute on content program for several b2b clients, including high value downloads and social media programs to drive traffic and creating leads.

WhiteCloud Marketing, Burlington, Ontario www.whitecloudmarketing.com

FREELANCE STRATEGIC & PROJECT MANAGER

- Orchestrated highly successful strategic sales presentations focused on moving an offline program to online.
- Lead on an acquisition contest program focused on increasing membership of an online shopping website. Created 30 contest micro-sites for publisher partners, tapped Facebook and Twitter to expand contest awareness, exceeding the 12,000 new membership goal by week 3 of the 8-week campaign.

Additional client information available upon request.

Rosetta Interactive Limited, Toronto, Ontario

2010 – 2011

SENIOR ACCOUNT DIRECTOR

- Hired to establish a local office solely to manage the \$4 million Rogers portfolio, recruiting 2 Account Supervisors, 1 Account Executive and an MBA intern dedicated to client marketing and acquisition initiatives.
- Reignited relationships and earned client trust with key Rogers management after assuming portfolio from Rosetta's U.S.-based account team, leading to the following impressive award winning marketing assignments.
- Reputed for exceeding 2011 account target by \$1 million, concurrently managing 30 – 60 active and diverse client marketing projects requiring weekly management and tight control of rigid project budgets.

Canada Post Corporation, Toronto, Ontario

2006 – 2010

SENIOR DIRECT MARKETING ADVISOR

- Appointed as the 1st of 10 employees to the new role providing expert guidance and support to sales teams managing strategic partnerships including: Sears, HBC, Rogers, General Motors, Home Depot and Chapters.
- Created and launched "Think INSIDE The Box", a series of customer direct marketing events with expert speakers to heighten client partnerships, securing \$50,000 in sponsorship contributions to offset costs. Project grew from 40 initial attendees to an offsite event with 200 participants earning 85%+ satisfaction rating.
- Project managed a 15-member cross-functional team testing a Canada-wide Acquisition Admail initiative with 90+ participants. Pilot program achieved all testing and data delivery metrics; later adopted and implemented.

Exchange Solutions, Toronto, Ontario

2005 – 2006

CLIENT SOLUTIONS MANAGER

- Acted as the prime point-of-contact in managing the firms largest <\$4 million account, Esso Extra, creating and implementing CRM campaigns while devising additional business opportunities.
- Conceived a digital holiday promotion to increase spend, generating an additional \$200,000 in agency revenue.

Hudson's Bay Company, Toronto, Ontario

2003 – 2004

Held the following 2 progressively responsible positions:

MANAGER, Consulting – CRM Team

2003 – 2004

- Promoted to lead the Zellers account, contributing to a 5-person product team launching the Hilary Duff clothing and accessory brand nation-wide, achieving \$2 million in incremental ROI on a 2 month campaign.
- Attained 100%+ ROI on the introduction of "Living Spree", a 60 – 80 page seasonal print publication distributed 3x annually raising consumer awareness of all 3 HBC brands: The Bay, Zellers and Home Outfitters.

MANAGER, Customer Statement – CRM Team 2003

- Contracted to manage workflow of 2 employees on maternity leave engaging with the 24-person team and Direct Marketing Managers for all 3 corporate brands, elevating knowledge of CRM, 1:1 marketing and retail.

United Parcel Service, Mississauga, Ontario 2000 – 2002

*Held the following 2 positions with increased accountability:***BROKERAGE MARKETING SUPERVISOR, Strategic Planning Group** 2001 – 2002

- Formulated marketing material and campaigns to generate leads for the cross-Canada sales team

EXPORT MARKETING SUPERVISOR, Strategic Planning Group

2000 – 2001

- Supported cross-functional teams launching a new export product in the Canadian market to showcase UPS as a true logistics provider, gaining a solid foundation in logistics, project management and B2B direct marketing.

EDUCATION | PROFESSIONAL DEVELOPMENT

Coursera Verified Certificates

CERTIFICATE: Understanding Media by Understanding Google 2014**CERTIFICATE: Content Strategy for Professionals: Engaging Audiences** 2014

Schulich School of Business, York University, Toronto, Ontario

CERTIFICATE: Advertising, Media and Online Communications Planning 2008

University of Toronto, Toronto, Ontario

CERTIFICATE: Marketing Management as Competitive Intelligence
(CRM and Database Marketing) 2002**BACHELOR OF ARTS: Criminology & Ethics** 1997

DeGroote School of Business, McMaster University, Hamilton, Ontario

MASTER OF BUSINESS ADMINISTRATION: Marketing & Management of Innovation 2000

- Designated as a "School of Business Leader", 1 of 6 honourees out of the 150 MBA graduating class.

HOBBIES | VOLUNTEER ACTIVITY

Paws For Healing, Toronto, Ontario 2011 – present

DOG WALKER

- With my dog Otis, visit True Davidson Senior home visiting with residences once a week

Holiday Helper, Toronto, Ontario 2013 – 2013

SOCIAL MEDIA CO-ORDINATOR

- Organized content for publishing to social media channels
- Continue to adopt families during the holidays

Hobbies include – travel, downhill skiing, spinning, health, fitness, arts, mentoring.