

# CLIENT NAME

555-555-5555 email@gmail.com www.linkedin.com/in/name

## MARKETING AND COMMUNICATIONS MANAGER

Marketing and Communications Professional with more than 20 years experience designing and implementing innovative strategies to promote, enhance, and protect organizational brand. Excels at both vision and execution while retaining focus on overall business objectives. Experience includes high profile marketing and communications strategies for national and global clients. Exceptional consumer insight, analytical and investigative skills. Strong negotiation skills for building consensus across diverse groups. Inspires confidence and trust of clients, employees, suppliers and media.

### AREAS OF EXPERTISE

Communications, Media & Public Relations Strategy Market Research, Insight & Campaign Measurement Business Strategy Management Brand Experience & Event Strategy	Account & Project Management Social Media Optimization Corporate & Media Partnerships Proposal Creation & Presentation Team Building & Mentorship Media Relations
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*Delivering exceptional business results by designing strategies which align consumer and business needs.*

### RECORD OF ACCOMPLISHMENTS

**ACME CORPORATION**, Ottawa, ON

2015 - Present

#### Director of Communications

Pioneered and launched communications and marketing plans the largest real estate organization in North America.

Coordinated and supervised 25 marketing, leasing and recreation center staff to implement strategic plans.

- Promoted product offerings, upmarketed community and leveraged unique marketplace position by identifying needs, and defining / outlining a five-year strategy.
- Drove business growth consistent with organizational objectives by setting processes, policies and structures for marketing / leasing / community engagement strategies.
- Sold out of premium suites within three months by building and implementing product and marketing strategy.
- Instrumental in quickly filling new programs by developing and launching community engagement strategy reflecting target audience lifestyle.
- Delivered best-in-class customer service by launching internal call centre to manage information and service requests.
- Spearheaded interactive mobile-ready client experiences by building and launching company website.
- Enhanced client services by motivating team, providing skills training and project participation opportunities.

**EXPERT COMMUNICATIONS**, Ottawa, ON

1999 – 2015

#### Communications Consultant

Provided business, communications and public relations strategy services within media, associations, academic institutions, provincial / national government, and community / non-profit sectors.

- Designed and implemented successful physician / community outreach strategy for the International Health Centre which included broadcast and print editorial features, media and corporate sponsorship, direct mail and advertising.
- Drew 500 attendees to property launch by personally developing and executing marketing event in partnership with Acme Corporation and the National Ballet.
- Positively influenced consumer behaviour according to research by collaborating with marketing agency to develop a multi-layered campaign for The Healthcare Network.
- Launched product within markets in Europe, by developing and executing a public relations campaign for International Relation Corp, establishing face-to-face connections with European media and government.

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**MARKETING R US**, Ottawa, ON

2009 – 2012

## **Director, Marketing**

Designed, built, launched and integrated brand new business strategies. Service offerings included communications, public relations, media services, partnership, social / online strategies for a regional, national, and global client base. Managed more than \$5M in business investments. Led, motivated, and mentored three direct reports and student interns.

Ensured integration of media and public relations expertise throughout company by recruiting and coaching staff and developing departmental structure, policies and processes.

### *Highlights included:*

- Influential in Canadian Diabetes Association gaining improved public opinion and sponsorship revenues by designing and implementing a multi-platform national partnership, including editorial, advertising and online tactics.
- Instrumental in Acme Corp's acquisition of its first US government contract by elevating brand through communication strategies such as high-profile sports sponsorship, targeted direct mail, and airport / subway / online advertising.

## EDUCATION

**Marketing Diploma- Canada College**, Ottawa, ON, 2000

**Public Relations Diploma** - Canada College, Ottawa, ON, 1998

**Bachelor of Arts (Political Science)** - University of Toronto, Toronto, ON, 1995

## AFFILIATIONS

**Member, Board of Directors:** The School of Arts, Ottawa, ON, 2013 – Present

Facilitates corporate partnerships, fundraising, and media relations by advising administration and board members.

**Member:** International Association of Business Communicators (IABC)

**Member:** Canadian Public Relations Society