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MARKETING & COMMUNICATIONS MANAGEMENT

Strategic Marketing/Planning Public Relations Financial Business Development
Advertising & Media International Communications Special Events/trade shows
Branding Market Analysis Product Introduction Creative/Design

ACCOMPLISHMENTS AND RESULTS

- Sourced and directed local vendors and brought creative function in house...Result: saved over \$300,000
- Created corporate intranet featuring global employee directory collateral, presentations, department content...Result: connected 1600 employees worldwide to increase productivity
- Created customer newsletter in print and online to share success stories, position leadership, introduce new products and technologies...Result: increased customer newsletter subscriptions by 10 fold
- Created corporate overview brochure, application and product literature in international languages and sizes...Result: increased collateral to support sales by more than 700%
- Designed custom presentations to support sales efforts worldwide...Result: increased customer sales presentations catalogue by more than 800%
- Sourced local low cost pricing provider for collateral - handled procurement and press checks...Result: cut lead time by 50%
- Planned and implemented acquisition communications...Result: 8 new companies assimilated amounting to more than \$250 million sales
- Launched online collateral and promotional product ordering websites for worldwide use...Result: saved 600 sales personnel thousands of man hours per year
- Revamped customer appreciation item program to streamline inventory...Result: costs reduction of 50%in outsourced services
- Coordinated all customer events and trade shows in-house...Result: 20% cost reduction
- Implemented online training program for new sales personnel...Result: saved hundreds of thousands of dollars in travel expenses and lost sales revenue
- Designed warehouse location studio for photo shoots and created "sets" instead of traveling to remote locations...Result: saved more than \$100,000 on one brochure project

AFFILIATIONS

CCI-Control Components Inc., Marketing Communications Manager
Sundance Spas, Marketing Creative Manager
Capra Resources, Vice President, Sales and Marketing

EDUCATION

Kendal College of Art and Design, BA Advertising