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## Marketing Communications Executive

*15 years of marketing and communication leadership and strategic planning*

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Bilingual marketing leader and experienced communicator in developing and executing integrated marketing communications strategies. Strong capacity for building, leading and coaching high-performance marketing teams in multiple locations. Demonstrated business acumen with focus on business development, client acquisition, client retention and increasing brand visibility. An analytical and strategic thinker who advises and collaborates with upper management, suppliers, sales and cross-functional teams to successfully achieve business goals.

### Highlights of Expertise

- Strategic Business Planning
- Social and Digital Marketing
- Project Management/Leadership
- Marketing operations
- Budget Administration / Tracking
- Public and Media Relations
- Team Building and Leadership
- Leading organizations & change

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## Career Experience

**Richter**, Montreal, QC

*Executive-level marketing leadership for (B2B and B2E) professional services company managing a 9-person team in Montreal and Toronto. Reporting to the Managing Partner*

### **MARKETING DIRECTOR** (November 2016 to June 2019)

Responsible for execution of marketing strategy, project leadership and management, business development, daily operations, process development and improvement, people management, building cross-divisional relationships and collaboration (Finance, IT, HR, Practices)

- Oversee the Business development, Corporate and Internal communications, PR, social media and digital teams in Montreal and Toronto
- Oversee the marketing strategy and plan, to increase market visibility, through marketing programs, events, email campaigns, social and digital media, media relations, client experience, content development, presentations, sponsorships, thought-leader speaking engagements, and third-party awards
- Collaborate with IT on launching marketing automation, Salesforce, new website and intranet
- Manage external agency and consultants
- Develop and support B2E initiatives for talent recruitment and retention
- Responsible for new brand execution
- Define and implement lead generation and management
- Develop metrics and reports to analyze efficiency of marketing initiatives
- Manage and track Marketing budget
- Cultivate strong relationships with cross-functional departments and groups
- Coaching and creating a learning culture and work environment that encourages marketing expertise

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**1science, Montreal, QC**

*Developed and executed integrated marketing communications plans for B2B and B2C Internet technology startup*

**MARKETING COMMUNICATIONS MANAGER** (February 2015 to August 2016)

Reported to VP Marketing and collaborated with CEO to ensure strategic alignment. Supported global sales team

- Managed and developed 4-person marketing team. Responsible for brand development. Oversaw production of websites, webinars, press releases, Q&As, corporate brochures, product brochures, and landing pages
- Developed and executed marketing campaigns leveraging media relations, email marketing, and social media
- Secured CEO speaking engagements
- Planned and executed nine industry trade shows in Europe, Canada, and the US in less than a year
- Created Customer Relations Excellence program to service existing clients

**SweetIQ, Montreal, QC**

*Developed and executed marketing communications strategies for B2B Internet technology startup*

**MARKETING COMMUNICATIONS MANAGER** (September 2014 to February 2015)

Monitored and measured the impact of marketing communication initiatives. Supported brand development

- Developed corporate and sales materials, including press releases, brochures, media kits, landing page content, key messages, and style guide. Established editorial calendar for content creation and social media messaging
- Forged relationships with media and influencers in Canada and U.S. to support thought-leadership strategy  
Secured speaking engagements for CEO. Organized tradeshows and industry events

**DÎNER EN BLANC INTERNATIONAL, Montreal, QC**

*Developed and managed PR strategy for a 50-city worldwide event. Provided strategic counsel to Executive Director*

**GLOBAL COMMUNICATIONS AND PR MANAGER** (April 2014 to September 2014, contract)

Strengthened media relations internationally to create and maximize media opportunities

- Redesigned media materials with new content and graphics. Created impactful social/digital marketing content
- Established internal and external communications policies for corporate and city coordinators
- Collaborated closely with project management and sales to increase the number of city participation
- Monitored trademark and strengthened brand's legal position. A key driver of brand consistency

**Weber Shandwick, Montreal, QC**

*Supported public relations agency with development and execution of communications strategies for various accounts*

**ACCOUNT SUPERVISOR** (Accounts: Nespresso, Essilor, CelluForce) (February 2012 to March 2013)

- Responsible for corporate branding initiatives. Managed and coached team in Montreal and Toronto
- Identified key media, stakeholders and influencers; fostered strong relationships to increase brand visibility
- Assisted in preparing briefing documents – talking points, speeches – in advance of media interviews
- Participated in pitch presentations to potential clients and other business development activities

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### Additional Experience

**Senior Account Executive** (2009 to 2011, contract), **ENERGI PR** (Accounts: Procter & Gamble, Ford of Canada, Astellas Pharma);

**Senior Account Executive** (2008-2009), **Manning, Salvage & Lee**, PR Agency (Accounts: Procter & Gamble, Philips);

**Account Executive** (2005-2008), **ZOI**, PR Agency (Accounts: Procter & Gamble, Hotel Gault);

**Corporate Communications Coordinator** (2003-2004, contract), **Mexx Canada**;

**Communications and Issues Management Officer** (2002-2003, contract), **Business Development Bank of Canada**

## **Education**

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**Certificate in Leading Organizations and Change**, *Emeritus and MIT*

**Graduate Diploma in Business Administration**, *John Molson School of Business, Concordia University, Montreal Quebec, Canada*

**Certificate in Public Relations**, *Concordia University, Montreal Quebec, Canada*

**Bachelor of Arts in Political Science**, *Concordia University, Montreal Quebec, Canada*