

## Objective

---

My goal is to utilize my existing sales, advertising and marketing skill set and desire for continual professional development to affect business growth and enhance consumer experiences in a dynamic and collaborative workplace.

## Profile

---

- Advertising and marketing experience obtained with leading media and Fortune 500 companies
- Practiced in client consultation and management with Tier A media agencies and CPG manufacturers
- Versed in discussing marketing and advertising strategy, research and campaign projection analytics
- Experienced with developing international new business, networking and exhibiting at trade shows
- Familiarity with the Adobe Creative Suite: specifically Illustrator, Photoshop and Dreamweaver
- Proficient with both Mac and PC, social media applications, BlackBerry and iPhone

## Achievements and Highlights

---

- Penetrated a previously aggravated client and grew their yearly expenditure by over 50%
- Successfully developed relationships and sold products to multiple new business clients
- Made creative layout changes which were used in final artwork for two national advertising campaigns
- Fastest ever promoted Account Director in News Marketing Canada's Sales Development Program

### Commendations:

- *"Cam's creativity, resourcefulness, and positive attitude made him an extremely valuable colleague...His vision and propensity to think outside the box makes him a valuable resource for any organization"*
- *"Cam was a natural leader who always 'took the reigns'...His relaxed and positive attitude, coupled with his admirable work ethic allowed for a stress-free, productive environment"*

## Professional Experience

---

### Miovision Technologies, Kitchener, ON

*High-tech start-up developing and manufacturing an innovative traffic data collection system*

#### Sales Representative

January 2010 - Present

- Managed sales and support with an existing client base and continually prospected for new business with government organizations, engineering firms, academic institutions and private enterprise
- Exhibited and networked at tradeshow and made sales demos to clients throughout the USA and Canada
- Participated in Peer-2-Peer professional development sessions with Communitel, Waterloo

### News Marketing Canada, A News Corporation Company, Toronto ON

*Canada's full-service marketing solutions company, providing the top consumer companies with a single source for their advertising, promotional, sales and merchandising needs*

#### Account Director, Media Sales

July 2008 – May 2009

*Portfolio of accounts: Kellogg's Canada, Hershey's Canada, Kruger Products, Dare Foods*

- Partnered with brand teams and advertising agencies to conceive and execute in store and direct-to-home promotional media campaigns in Canada's major retailers and national newspapers
- Recommended strategies to incorporate integrated marketing communications into the retail environment aided by research tools such as ACNielsen, Roper Starch and Ipsos
- Demonstrated innovative idea generation to grow client relationships and develop new connections
- Trained and managed a direct report

#### Account Associate, Media Sales

July 2008

- Prospected leads and generated sales to new business clients in addition to Account Coordinator duties
- Actively sought scenario role play opportunities with management team to solicit feedback on selling and meeting skills in preparation for promotion to Account Director

#### Account Coordinator, Media Sales

Apr. 2007 – July 2008

*Account involvement: Procter & Gamble, Church and Dwight, General Mills, Pepsi QTG*

- Provided competent sales and client support, received artwork and coordinated advertising campaigns

## *Professional Experience Continued...*

### **NEWAD, Toronto, ON**

*Award winning event, guerilla and experiential marketing agency representing some of Canada's largest brands*

#### **Team Leader, Event Marketing**

Summer 2006

- Responsible for leading teams of 3 - 10 people executing experiential marketing campaigns and ensuring client expectations

## **Education and Professional Development**

---

### **Professional Training**

- Jeffery Gitomer Sales Seminar, *Communitech Waterloo*
- Peer-2-Peer Tactical Sales Professional Development Sessions, *Communitech Waterloo*
- New York City Sales Training Triathlon, Negotiation Techniques, New Hire Training, and Art of Consulting, *News Marketing Canada*

### **Honours Communication Studies and Honours Cultural Studies**

Sept. 2003 – Apr. 2007

Wilfrid Laurier University, *Waterloo, ON*

Focus in theories of mass culture and the negotiation of identities through relationships with media, culture and technology

### **Advertising Diploma**

Sept. 2001 - Apr. 2003

Sheridan College, *Oakville, ON*

Courses Included: Market Research, Page Layout, Desktop Publishing, Client Services, Media Sales and analysis of Marketing Case Studies

## **Community Involvement and Support Work**

---

### **Extend-A-Family, Kitchener-Waterloo, ON**

*Non-profit organization committed to enhancing the well-being of individuals with developmental and/or physical disabilities and the families of those who care for them*

#### **Support Worker**

October 2009 - Present

- Providing weekly personal support to an individual with developmental disabilities
- Participated Special Olympic Snowshoeing and Track and Field

### **Wilfrid Laurier University Residence Life – LOCUS, Waterloo, ON**

*Providing off-campus first year students academic support and social experiences similar to living in residence*

#### **Program Coordinator**

Mar. 2006 – Apr. 2007

- Managed a team of 20 general staff and 6 person executive committee in offering academic skills and planning social experiences for 400 first-year students
- Successfully planned and directed a week-long staff training session and coordinated logistics for LOCUS during Laurier's Orientation Week
- Allocated and managed budgets

#### **Don**

Sept. 2004 – Apr. 2006

- Planned academic support sessions and social events for a community of 21 off-campus first year students, and provided mentorship on the transition from high school to university

---

References will be provided upon request.