

Profile

Business Development/Account Management professional with experience in several diverse industry sectors, including retail, consumer/customer loyalty, prepaid (gift card) and e-marketing. Proven expertise in identifying new business opportunities, building strong relationships, customer acquisition and retention. Highly entrepreneurial, with strong analytical, technical, communication and project management skills.

Experience

2007-2009 **Gift Card Manager, Hudson's Bay Company (Hbc)** **Toronto, ON**

Hbc is Canada's largest diversified general merchandise retailer, with over 480 retail locations.

Responsible for management of B2B portion of Hbc Gift Card

- Increased quarterly year-over-year sales during tough economic conditions.
- Management of team (3 members) that serviced all of Hbc's corporate accounts.
- Planned annual strategy and business goals, developed budget for gift card business.
- Managed relationships with Canada's largest consumer loyalty programs (Aeroplan, AirMiles, RBC Rewards, etc...), hundreds of employee/consumer incentive programs for major corporations and 3rd party gift card distributors.
- Other responsibilities include: Working with marketing team and advertising agency to develop various marketing strategy/pieces, contract negotiation and financial reporting.

2006-2007 **Business Development Manager, Givex** **Toronto, ON**

Givex is a global provider of card management technologies. Revolutionizing stored value, its mission is to deliver excellent customer acquisition and retention tools that optimize revenue for its partners.

Responsible for maintaining multiple accounts and developing new business opportunities.

- Retention and management of approximately 50 accounts in various industries (retail, hospitality, food and drink, non-profit), including some of the company's largest accounts.
- Successfully created and obtained new business opportunities primarily in the retail and hospitality industries including the international gift card business for Nike.
- Assist clients in improving customer retention (loyalty) tools and acquisition (gift card).
- Represented company at trade shows and client presentations in North America and Asia.
- Executed and managed project tasks including Request for Proposal (RFP) responses, Statement of Work (SOW) documents, improvement of internal programs/systems, etc...

2004-2006 **Senior Sales Executive, IQPC** **Toronto, ON**

IQPC provides business executives with tailored practical conferences, large-scale conferences, topical seminars and in-house training programs.

Responsible for researching target markets and selling conference packages to executive level clientele.

- Promoted to Senior Sales Executive during first year by exceeding sales quota, constantly met and exceeded ongoing quotas throughout my time in this role.
- Built strong client relationships with Fortune 500 companies and government departments.

Experience (continued)

1998-2004 **Co-Founder and President** **St. John's, NL**
Design Base is focused on delivering interactive marketing solutions, e-learning and effective customer-focused website design and development for its customers.

Co-founded and led interactive media agency that specialized in digital branding, e-learning and website development. Acted as primary account manager, consultant and creative lead for over 30 different clients.

- Clients included Fortune 500 companies, Memorial University, multiple TSX traded companies and other organizations in both Europe and North America.
- Delivering proposals and managing project tasks (including timelines, pricing, resource allocation and budgeting).
- Experienced in writing creative and technical briefs, answering requests for proposals
- Experienced in pitching concepts and ideas from formal presentations to informal conversation with clients.
- Built working partnerships with firms in Germany, Netherlands and United States
- Outstanding service to clientele by understanding and addressing needs leading to successful ongoing retention.
- Designed front-end interfaces of user-friendly customer-oriented clients.
- Managed small team of 2-3 people on many projects.

Education

1995-2000 **Bachelor of Commerce, Memorial University** **St. John's, NL**

- Primary focuses include International Business, Marketing and Info Systems
- Selected for 4 month International Marketing exchange program at Uppsala University, Sweden and internship at Demag (a Siemens AG company) in the Netherlands.
- Elected and served as Communications Director for graduating class student council.

Technical Skills

Operating Systems

- Mac OS (9.1-10.5), Windows (98, 2000, XP, Vista), Unix, Linux

Software

- MS Office: Word, Excel, PowerPoint, Access, Frontpage
- Adobe: Photoshop, Illustrator, InDesign, Acrobat, Flash, Dreamweaver, Fireworks
- CRM Software: Maximizer, PageMaker

Internet

- Over 10 years experience in interactive website design and development.
- Creation of internet based learning tools for both university and corporate training.