

**PERTINENT WORK HISTORY:****TMD, London, ON****2017 – Present***Manager, Strategy and Client Services*

- Develop strategic account marketing plans and set direction for existing clients.
- Perform a higher-level planning, development and management of client projects.
- Help establish the voice of the firm with existing clients, becoming an active contributor to the marketing conversation happening in the digital and traditional marketing space.
- Direct appropriate team members in fulfilling the specifications to meet client needs.
- Support the proactive development of the client services team

**Self- Employed, London, ON****2011 - Present***Voice-Over Artist*

- Develop voice and style to suit the needs of a project as contracted; study and rehearse lines with appropriate expression for presenting material for commercials, videos and announcements.
- Communicate with clients to determine project requirements and obtain script and specifications. Prepare material and attend recording session as scheduled, meeting established deadlines.
- Create and maintain marketing content to generate business; develop website using WordPress CMS.
- **Notable:** Hosted weekly podcast as part of online marketing for mixed martial arts business.
- **Notable:** Provided voiceover work for training videos for one of the largest retailers in Canada.

**Media Sonar, London, ON****2015 - 2017***Product Specialist, July 2016 – May 2017*

- Oversaw training and support for internal and external stakeholders for cloud-based application designed to monitor social media and provide intelligence to security and law enforcement. Represent the brand and product capabilities as an advanced user of the platform.
- Managed multiple avenues of support via email and telephone, providing an outstanding experience to customers and channel partners.
- Effectively documented reported issues and escalate through ticketing software; input and maintain client data and document interactions in Salesforce CRM. Handle escalations as required.
- Trained employees to optimize and implement software functionality; provide assistance with technical issues and user concerns. Develop training tools to support team growth.
- Directed internal projects championing innovative product within the marketplace. Liaise with developers to make recommendations for the addition of tools and features.
- Supported the rollout of new product initiatives as directed by the company, providing solutions to product configuring requests. Coordinated with Quality Assurance on formal product testing.

- Organized company presence at conferences, leveraging brand awareness through communicating with customers, presenting at speaking engagements, and providing product information.
- Project managed ad-hoc development initiatives as assigned by the VP of Product Management
- **Notable:** A featured speaker at the Crimes Against Children Conference in 2016 on Social Media Intelligence for Youth Cases.

*Client Success Manager, Jan 2016 – July 2016*

- Oversee support and training of clients for cloud-based application designed to monitor social media platforms and provide intelligence for security and law enforcement, increasing public safety.
- Schedule and lead training sessions and workshops, demonstrating application features and teaching best practices to maximize effectiveness of service.
- Conduct webinars tailored to specific client groups; use GoToMeeting to set up and host webinars.
- Support clients directly within the application via shared computer screens.
- Create and circulate learning materials such as manuals, worksheets and information about support.
- Assist clients with customization of platform to accommodate the needs of their industry; communicate options, determine requirements and aid with set up of platform.
- Communicate with clients regularly to receive feedback about the product, support continued development and ensure satisfaction; arrange for subscription renewals.
- Liaise with developers to make recommendations for the addition of tools and features.

*Sales Executive, 2015 – 2016*

- Promoted the Media Sonar brand at industry conferences and public speaking opportunities.
- Managed sales from initial contact through to closing the deal, exceeding sales objectives as determined by business development initiatives.
- Contacted potential clients within the security, education, and law enforcement sectors to set up product demonstrations. Supported client training, coordinating with Product Development team.
- **Notable:** Hosted a speaking engagement at the Crimes Against Children Conference in 2016 on Social Media Intelligence for Youth Cases.

**Westervelt College, London, ON**

**2012 - 2015**

*Career Counsellor*

- Connected with students to provide information regarding educational programs and learning outcomes, student services and available financial support; increased enrolment to exceed targets.
- Conducted student interviews to determine best fit among program choices based on career goals and personal suitability; met with students to improve career readiness and provide coaching.

- Maintained current knowledge of all details regarding 20 available educational programs and job futures to assist students with decision-making process and promote student success.
- Led campus tours for students and supported outreach; discussed services, history and programs.
- Responded to inquiries by potential students through telephone and email communications.
- **Notable:** Led ad hoc marketing initiatives and sponsorships; obtained sponsorship for Student of the Month program from Boston Pizza.

#### *Social Media Manager (Concurrent)*

- Managed college social media platforms, including Facebook, Twitter, Google+ and LinkedIn; developed and implemented social media strategy in line with college brand and messaging.
- Administered Live Chat service across campus, providing real-time student support and alerts; quickly responded to inquiries by potential students to improve turnaround on leads.
- Provided information, coaching and assistance to students and public via social media.
- Developed and wrote email newsletter distributed through Constant Contact, detailing events and information of interest to the community; maintained and grew email list.

#### **Blackburn Radio, Sarnia, ON**

**2008 - 2011**

##### *Radio Personality*

- Hosted shows on Country 103.9 CHOK; hosted Morning Show and producing weekly countdown.
- Connected with audiences by researching current events, pop culture and trivia relevant to the target demographic; created notes for material and ad libbed.
- Selected and introduced music for broadcast and made commercial and public announcements.
- Supported outreach and public relations for the radio station, making public appearances, acting as an emcee, and broadcasting live from community events including Rogers Sarnia Bayfest.
- Recorded and produced station announcements and other voiceovers across Blackburn stations.
- **Notable:** Acted as Assistant Producer for 2 years

Here are just a few of the companies I have provided voice over material for:

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|----------------------------|--------------------------|
| ▪ Goodlife Fitness         | ▪ Mid County Ford        |
| ▪ Lambton Meadowview Villa | ▪ Fairwinds Lodge        |
| ▪ Rogers Sarnia Bayfest    | ▪ Global Donuts and Deli |
| ▪ ABC Warehouse            | ▪ North End Appliance    |
| ▪ Westervelt College       | ▪ Wal-Mart               |
| ▪ Zucora                   | ▪ The Minery             |
| ▪ Honda                    | ▪ Acura                  |
| ▪ Leon's                   | ▪ The Reaction Room      |