

General Functional Resume Sample

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HIGHLIGHTS OF QUALIFICATIONS

- Proven ability to develop and implement large scale and complex marketing plan as demonstrated by work with the Argonauts
- Experience in supervising new business development activities for marketing memberships, sponsorship, promotion and advertising of programs and services.
- Over 7 years of marketing experience in the field of fitness and health, with a successful track record of achieving more than the yearly targeted revenue.
- Excellent communication skills as demonstrated by successfully liaising with departments and organizations to promote increased usage of Faculty facilities, programs and services.

KEY ACHIEVEMENTS

- Participated as an internal contact with the Executive Director of Advancement on a strategy and organization redesign project for fundraising opportunities.
- Increased the Faculty's total gross revenue by 15% and directed referrals from the area by over 300%.
- Secured 15 corporate sponsors reaching ahead of targeted sponsorship goal.
- Compiled, analyzed and applied real-time market intelligence to Priority Programs, increasing the market penetration rate by over 200%.
- Serviced broad range of marketable properties of the Faculty including Varsity Centre, Athletic Centre, academic research and conferences, seminars, and coaching clinics, increasing utilization of current contracts by 25%.

SELECTED ACCOMPLISHMENTS

Business Development

- Developed new marketing proposals and implemented them in the most cost-effective and time-efficient manner.
- Recruited corporate sponsors from a wide database, redirecting existing referral relationships and increasing the Faculty's total gross revenues.
- Initiated, established, and developed new business relationships, translating productive referral relationships into business systems.

Strategic Planning

- Guided the Executive Director of Advancement in the development and implementation of revenue, membership and sponsorship strategies.
- Researched and recommended strategic revenue generating opportunities associated with the marketable properties of the Faculty.
- Initiated and presented to senior management on developing brand strategies.
- Negotiated and monitored an annual operating budget for the marketing, advertising, and sponsorship of the Argonauts

Marketing & Public Relations

- Developed, executed, and tracked the success of direct mail and other promotional campaigns.
- Gathered and analyzed market research data for licensing, merchandising, and contracts for the Argonauts
- Developed all sales promotional materials, corporate collateral, video and sales presentations.
- Coordinated and executed conferences, seminars, coaching clinics and community events.
- Scheduled speaking engagements for Physical Education & Health Faculty at major events, organizations, corporations, and schools.
- Networked the Faculty by maintaining a database of current and potential corporate sponsors, identifying and initiating contact with potential corporate sponsors.

Training

- Designed, implemented and evaluated product and sales training programs for the membership services team and assisted them with marketing initiatives.
- Facilitated sales courses and demonstrations and provided technical support for staff and

WORK HISTORY

University of Toronto , Faculty of Physical Education & Health, Toronto	2007-present
Manager, Marketing, Advertising and Sponsorship	
Toronto Argonauts , Toronto	2005-2007
Marketing Liaison	
Good Life Fitness Clubs , Toronto	2001-2005
Training Manager	
Sporting Life , Toronto	1998-2001
Assistant Manager	

EDUCATION & PROFESSIONAL DEVELOPMENT

Mentee, The Learning Partnership, Organizational Development and Learning Centre, University of Toronto, Present

Marketing Strategies Diploma, Ryerson University, 2006

Managed Care Program Certificate, Ryerson University, 2001

Bachelor of Applied Science (BAsc.) - Major Kinesiology - Diploma in Fitness and Health Promotion
University of Guelph, 1998

COMPUTER SKILLS

Microsoft Office (Word, Excel, Power Point), Internet applications, database software and spreadsheet programs, DIS.

AFFILIATIONS

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Canadian Marketing Association, 2007 to present
The Canadian Institute of Marketing, 2006 to present
Active volunteer with Kid sport in Ontario 2002 to present