

*Kirsten Anderson*  
MARKETING PROFESSIONAL RESUME

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**SUMMARY**

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- Marketing graduate, with over 8 years experience in traditional marketing and over 6 years experience managing online marketing strategies
- Over 10 years successful experience in account management across a variety of B2B and B2C disciplines
- Proficient in key marketing roles, including market research, competitive analysis, and developing and executing effective marketing plans
- Experienced with all phases of strategic brand development, including analysis, strategy, positioning, creative, promotion, application and evaluation
- Effectively manages SEM campaigns, with an in-depth understanding of the complexities of Organic SEO and traffic generating PPC campaigns
- Successful completion of Google Advertising Professional exams
- Thorough knowledge of search engines and the Internet, with an appreciation of Social Media as a marketing tool
- Seasoned copywriter for corporate, media, promotional and online application

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**PROFESSIONAL EXPERIENCE**

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**Independent Sales and Marketing Consultant, Toronto Ontario** 2009 - Present

- Create marketing strategies that are specifically engineered to maximize ROI for B2B and B2C businesses
- Develop client SEO and SEM campaigns
- Establish online brand presence
- Build and manage social media channels
- Content creation for websites, social media and marketing materials

**Aphex Imaging, Sarnia, Ontario** 2006 - 2009

**Director of Marketing and Sales**

- Created and managed a marketing / PR strategy that successfully established brand recognition and local awareness for Aphex Imaging - resulting in an 800% increase of unprompted incoming business inquiries, and causing the number of new clients to increase by more than 350% over one year
- Inaugural member of the team that led Aphex Imaging to win the 2008 Sarnia-Lambton Chamber of Commerce Outstanding Business Achievement Award for Marketing
- Orchestrated and oversaw a strategic SEM plan that resulted in a 273% increase of web traffic within six months for the Sarnia BMW dealership
- Used traditional and online methods to research, prepare, direct and evaluate comprehensive marketing plans for small, mid-sized and corporate clients
- Oversaw creative advertising campaigns for print, radio, television, direct mail, and SEM
- Initiated client lead generation, outside sales and business development incentives
- Researched, prepared and presented proposals in response to government and private sector RFPs
- Wrote whitepapers, media releases, articles, newsletters, web copy, brochure content, contracts, marketing plans and executive correspondence
- Acted as company-client liaison, negotiated contracts and designated budgets

Sun Media, Sarnia, Ontario

2004 - 2006

**Advertising Sales Manager / Advertising Sales Representative**

- Initiated and oversaw revenue generating ad campaigns to direct at over 3 500 local businesses
- Managed client accounts for daily and weekly non-paid newspapers, specialty feature sections, magazines, telephone directories and online advertising
- Planned, organized and directed daily operations for sales team of 5 members
- Collaborated with Regional Manager and Publisher to successfully launch the Sarnia Sun

Sun Media, Brockville, Ontario

2002 - 2004

**Advertising Sales Representative / Freelance Writer**

- Re-branded the second largest revenue generating source for the Special Projects department, The Vacation Guide, and re-wrote the editorial content
- Co-coordinated two new Special Projects initiatives: Hometown Heroes and Great Kids; and secured over 80% of total advertising revenues
- Increased total sales by 30% over one year through effective analysis of client's needs and appropriate product / services recommendations
- Achieved an up-sell rate of 50% in the largest revenue generating source for the Special Projects department, the Phone Guide

1000 Islands Community Development Corp., Brockville, Ontario

2000

**Festival and Events Coordinator**

- Repositioned the City of Brockville's brand by defining the target audience, rewriting the Summer Marketing Campaign, and creating new promotional materials
- Prepared packages and submitted applications to secure government grants and corporate sponsorships
- Met with sponsors and organizing committees to plan scope and format of over 50 festivals and events within the Greater Brockville Area

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**EDUCATION**

St. Lawrence College

1996 - 1998

**Business Marketing, 4.0 GPA**

Carleton University

1991 - 1994

**Honours Psychology**

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**NETWORKING AND VOLUNTEERING**

Fundher.ca

Sarnia Lambton Chamber of Commerce

Sarnia Connects

BNG Networking Group

Women of Wisdom Networking Group

Greater Brockville and Area Ad and Sales Club

Brockville and District Chamber of Commerce

Heart and Stroke Foundation of Canada

Canadian Cancer Society

Goodwill Enterprises ESK