

# SAMPLE NAME

A results driven individual with a focus in direct marketing. A demonstrated producer who provides solid outcomes with a commitment to excellence. A focused leader who delivers quality results and works well in a variety of situations. A quick learner and problem solver. A motivated team player with excellent organizational, communication and people skills.

## CONTACT

City, Province  
416.123.4567  
myemailhere@yahoo.ca

## EDUCATION

2003-2005  
Creative Advertising Diploma,  
Graduated with Honours  
ABC COLLEGE,  
School of Communication Arts

2000-2005  
Specialized Communications Degree  
Graduated with Honours  
ABC UNIVERSITY  
*Recognized on ABC University's  
Faculty of Arts Sessional Academic  
Achievement List for outstanding  
performance, placing on the top  
5% of the student body*

## SKILLS

Skilled and attentive project manager  
Notable interpersonal skills  
Strong organizational and time  
management skills  
Clear communicator  
Multitasker  
Team Player with a positive attitude

Microsoft Office Suite  
Excel  
Power Point,  
Adobe Photoshop  
Illustrator  
In Design

## EMPLOYMENT

### ABC COMPANY HERE JULY 2008 - PRESENT

#### Manager, National Direct Marketing Campaigns February 2012 - Present

- Manage both the Donor and Acquisition Direct Mail campaigns on a National level
- Includes 11 Donor campaigns and 4 Acquisition campaigns per fiscal
- Responsible for all aspects of campaign management – creation of agency briefs, creative plans, job specifications, critical paths, manage creative and copy approvals
- Maintain relationships with external partners to ensure that all project goals are met on time, on strategy and on budget
- Work collaboratively with internal stakeholders including production, mission and branding teams to ensure continuity between content, brand, and mission
- Create and oversee marketing critical paths, including creative development, print, production and data management
- Explore and develop innovative testing ideas
- Continue to investigate best practices in Direct Mail by attending seminars and subscribing to daily emails and newsletters

#### Purchaser - Print and Production July 2008 - February 2012

##### PURCHASER

- Lead purchaser
- Responsible for both Donor and Acquisition programs
- Liaison between marketing teams, creative agencies, print vendors
- Create and maintain timelines for deliverables, ensuring all timelines are met by all parties involved
- Competitively quote and negotiate pricing with print vendors and letter shops
- Attend and participate in creative briefs with Direct Mail team and creative agencies

## **ABC CORPORATION**

### **Copywriter**

**January 2008 - July 2008 (6 month contract)**

- Responsible for writing copy for all ABC Corp's branded products
- Preserve corporate and brand identities through packaging
- Communicate with production coordinators, artists and vendors to complete the packaging process

## **ABC COMPANY**

### **Direct Mail Account Coordinator**

**April 2005 - January 2008**

- Coordinated and managed the Direct Marketing process (production)
- Knowledgeable of the Direct Mail process-data, imaging and letter shop
- Held responsibility for communicating with, and meeting client's objectives
- Created timelines and ensured they were met by all departments
- Able to multi-task and problem solve in high stress situations
- Maintained pleasant work relationships with clients and co-workers