

## GOAL

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I'm looking for a marketing role where I can focus less on tactics and more on strategic goals and objectives. I would like to spend more time building relationships and seeking out new marketing opportunities. My goal is to supervise an individual or small team and develop my talents as a leader.

## EXPERIENCE

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### Marketing Manager

Christian Credit Union

2009 - current

#### Branding

- Design and write all web and print marketing materials
- Created new logo and tagline
- Work with suppliers to produce all print and promotional material
- Work with CEO to design, write, and produce annual report

#### Build awareness

- Create and update website content, including Facebook page
- Work with management team to create measurable marketing campaigns and determine staff participation
- Work with branch to host the Hawaiian BBQ and Shred Event and Annual General Meeting
- Assist CEO with evaluating sponsorship and donation requests for community events

#### Competitiveness

- Work with management team to update product and service offering
- Distribute competitive information including rates, promotions and market trends
- Provide brochures and other marketing tools to staff
- Work with VP, Information Technology to introduce new banking technology

#### Thought Leadership

- Worked with staff and management to create Thumbs Up peer-to-peer-recognition program
- Created Career and Life Management presentation, presented by staff in several Christian high schools
- Organized team building events including the Annual Golf Classic (mini golf) and Shuffleboard tournament
- Member of the Alberta Credit Union Communication Network and Marketing Association of Credit Unions

#### Reporting

- Provide membership trends, market penetration, and other strategic information to the Board
- Report on success of marketing campaigns and other activities to the CEO
- Measure member satisfaction and get feedback for proposed changes to service
- Host focus groups to identify needs for a specific market or demographic

#### Planning

- Create annual Marketing Plan that aligns with the Business Plan and Board strategic goals
- Manage annual marketing budget
- Conduct Feasibility Studies to evaluate new business opportunities
- Work with the branch to ensure relevance of the New School Youth Banking Program

## **PREVIOUS EXPERIENCE**

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### **Production Designer**

Incite Marketing

2006 - 2009

- Prepare artwork for print
- Work with designers to produce print ads, annual reports and signage
- Recommend paper stock or signage material
- Update website content and create e-newsletters

### **Digital Production Manager**

William Huff Advertising

1997 - 2006

- Produce posters, banners, displays, and outdoor signage
- Prepare artwork for screen printing
- Purchase supplies for large format digital printers
- Work with President to research and purchase new equipment
- Manage the production schedule and direct three employees

## **EDUCATION AND PROFESSIONAL DEVELOPMENT**

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### **Lynda.com**

Adobe Creative Suite, graphic design, photography

2006 to current

### **Leadercast Conference**

Leadership training

2013 to current

### **Marketing Association for Credit Unions conference**

Leadership, social media, banking services, sales culture, reporting

2009 to current

### **Northern Alberta Institute of Technology**

Certificate - Graphic Communications

1996-1997

### **Northern Alberta Institute of Technology**

Architectural Technology- Urban & Regional Planning

1995-1996

## **ACTIVITIES AND VOLUNTEER TIME**

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- Camping and family time
- Mountain biking, snowboarding, and photography
- Special Projects and Promotions Convener on private school board
- Volunteer on several church committees

## **AWARDS AND RECOGNITION**

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### **Marketing Association for Credit Unions**

Achievement in Marketing Awards

- 2014 - RRSP Campaign and Mortgage Campaign
- 2013 - Annual Report and Difference Newsletter
- 2012 - The Orange brochure and POP
- 2011 - Annual Report and Corporate Brochure

## **REFERENCES**

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Available upon request.

## **PORTFOLIO**

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Please see examples of my work at [www.philbg.ca](http://www.philbg.ca).