

GOAL

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

Director of Marketing

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

- Manage website content and Facebook page
- Work with management team to execute measurable marketing campaigns
- Work with branch to host Annual Shredding Event and Annual General Meeting
- Evaluate sponsorship and donation requests for community events

Competitiveness

- Work with management team to update product and services
- Distribute competitive information including rates, promotions and market trends
- Provide brochures and other marketing tools for staff
- Work with Chief Technology Officer to introduce new banking technology

Thought Leadership

- Worked with staff and management to create peer-to-peer-recognition program
- Created Career and Life Management presentation, presented by staff in several Christian high schools
- Organized team building events
- 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
- Work with CEO and stakeholders to define value proposition
- Conduct Feasibility Studies to evaluate new markets
- Work with the branch to ensure relevance of the New School Youth Banking Program

PREVIOUS EXPERIENCE

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 coach three employees

EDUCATION AND PROFESSIONAL DEVELOPMENT

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

- Camping and family time
- Mountain biking, snowboarding, and photography
- Special Projects and Promotions Convener on private school board
- Served on various Boards and committees

AWARDS AND RECOGNITION

Marketing Association for Credit Unions

Achievement in Marketing Awards

2015 - Corporate Brochure

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

Available upon request.

PORTFOLIO

Please see examples of my work at www.philbg.ca.