

I am a passionate and motivated individual with a healthy mix of creative and management skills. I have over 20 years of marketing experience and I am studying for an MBA to improve my understanding of business. I am looking for a role that will help me develop my talents as a leader and collaborate with others to drive business growth.

## SKILLS AND EXPERIENCE

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### **Director of Marketing, Christian Credit Union**

2009–current

#### Brand Awareness and Stakeholder Engagement

- Design and production of all digital media
- Work with teams to develop and execute campaigns, promotions, and events
- Evaluate and approve sponsorship requests, supervise administration

#### Technology and Analytics

- Provide competitive market research
- Measure member satisfaction, identify opportunities to meet their needs
- Evaluate technology that improves the member experience

#### Marketing Strategy and Leadership

- Establish marketing plans aligned with the business plan and the Board's strategic goals
- Collaborate with peers to improve marketing strategy for the Alberta credit union system
- Coach marketing support staff to achieve efficiency and brand standards

### **Production Designer, Incite Marketing**

2006–2009

- Prepared 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

- Produced posters, banners, displays, and outdoor signage
- Purchase supplies and equipment
- Manage the production schedule and supervise three employees

## EDUCATION & PROFESSIONAL DEVELOPMENT

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### **Athabasca University**

May 2018 to current - Masters of Business Administration (MBA)

### **Alberta Young Leaders Program –Credit Unions of Alberta**

April 2017–2019

### **Toastmasters**

April 2016 - 2018

## **Canadian Credit Union Association Conference**

2009 to current

- Marketing, innovation and leadership

## **Northern Alberta Institute of Technology**

- 1996–1997 - Graphic Communications Certificate
- 1995–1996 - Architectural Technology, Urban & Regional Planning

## **ACTIVITIES AND VOLUNTEERISM**

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I enjoy spending time with my family, mountain biking, snowboarding, and photography. I currently serve in a leadership role at my church. I have served on the Board of a Christian counselling service and on the Board of my children's private Christian school.

## **AWARDS AND RECOGNITION**

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### **Marketing Association for Credit Unions, Achievement in Marketing Awards**

- 2011–2019 – Annual report, brochures, campaigns, displays, newsletter, and website.

## **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).