

SENIOR MARKETING PROFESSIONAL

ROXANE LEIGH

Passionate and innovative team player with collaborative and interpersonal skill sets that positively influence vendor/client relations to build and maintain profitable partnerships.

Solid track record of delivering quality marketing products within tight timeline and budget constraints.

- Strategic Planning
- Budget Management
- Project Coordination
- Contract Negotiations
- Client Relationship Building
- Market Analysis
- Systems Development
- Distribution Management

CONTACT

Vancouver, BC

c. (604) 961-4911
roxieleigh@shaw.ca

CAREER EXPERIENCE

AUDIO VIDEO UNLIMITED, Coquitlam, BC 2004 to Present

A national consumer electronics company with one corporate flagship store and 85+ franchise locations throughout Canada.

VP Branding & Image (2007 to Present)

Marketing Manager (2004 to 2007)

Marketing & Advertising Management

- Responsible for all marketing and consultation with all corporate franchise locations.
- Managed annual marketing budgets of over \$6 million and consistently met budget goals.
- Created a monthly product and services flyer. Designed to be fully customizable according to individual market specifications.
- Leveraged unused Market Development Funds in 2008 to run a free national flyer for a month, inciting a record increase in distribution from 700k to 1.2 million. This success expanded to a 8 month program in 2009.
- Coordinated monthly strategic flyer distribution (unaddressed admail, addressed admail, newspaper) based on consumer demographic profile research for each market.
- Increased participation in flyer program from 21 to 60 franchises steadily over 4 years.
- Increased flyer distribution from 6.6 million to 10 million annually - from 2004 to 2009.
- Developed a dynamic, interactive online sign up environment for monthly flyer customization meeting the goal of a simplified user experience and streamlined design production.
- Developed a structured, database driven online system to administrate design production and in turn make the department more profitable through better use of time.
- Planned and executed 12 campaign events and 3 private VIP sale events annually.
- Negotiated agreement with print vendor securing best rate and position with an annual cost saving of 60%.
- Realized 5% savings in total marketing expenditures in fiscal year 2010 through operational efficiencies.
- Coordinated national distribution of marketing and event specific materials for all locations.
- Liaised with President, senior management team, designers and vendors to exceed all objectives and deadlines.
- Facilitated weekly marketing meetings to direct execution of overall marketing strategies.

Training and Development

- **Liaison** - Key contact responsible for building and maintaining relationships with all corporate franchisees.
- **Strategic** - Developed areas of expertise included: marketing strategy, budget planning, market analysis, location branding, store makeover, signage mock-ups, renovation planning, merchandising and interior design.
- **Consultant** - Conducted on-site store visits to provide franchisees with marketing budget and planning, franchise branding and corporate image.
- **Trainer** - Business Management training at head office which empowered franchisees by teaching them how to effectively manage their marketing strategy and budget.
- **Retention** - Co-facilitated training sessions for new franchisees to navigate smooth changeovers to corporate head office culture, policies and procedures which resulted in higher retention rates.
- **Facilitation** - Presented semi-annual updates to large groups at national meetings to keep all franchisees informed of departmental changes, improvements and growth.

PREVIOUS CAREER EXPERIENCE

ROXANE LEIGH

Flexible and creative problem solver with diverse experience and skill sets that leverage available resources to streamline production and increase profitability.

LEIGH DESIGN, Vancouver, BC 2001 to 2004

A design company that provided art direction, design and production for web and print based promotions and advertising for corporate, retail and independent clients.

Owner (2001 to 2004)

Business Management

- Marketed and networked for new project and client recruitment.
- Sourced programmers and designers for larger projects.
- Managed and developed annual budgets, and oversaw AR/AP.
- Coordinated production and negotiated with vendors to secure best rates for all clients.
- Consulted with clients and performed initial needs assessments.

Graphic and Web Design

- Coordinated art direction and brand management throughout projects.
- Designed print collateral and working interfaces based on client needs.
- Provided content and copy writing for clients.
- Projects included website design and programming from concept to launch, conceptual design, corporate identity and branding.

WATERSTREET TECHNOLOGIES GROUP, Vancouver, BC 1999 to 2001

A software development company that provided customized, internet-based franchise communication and management tools.

Lead Graphic Designer & Creative Director (2000 to 2001)

Junior Graphic Designer (1999 to 2000)

Creative Direction

- Consulted with clients and performed initial project needs assessment for design, architecture and layout.
- Rendered concepts into working web templates and interfaces while managing the integrity of client branding throughout each project.
- Lead development team of designers and programmers through strategic planning and building established site architecture.

Web Design

- Initialized project direction with interface design.
- Created HTML templates and working site structures using project site maps.
- Worked with programmers to overlay HTML design within existing ColdFusion based software.
- Designed all in-house print and internet marketing collateral.
- Designed and programmed Flash animation for various projects.

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EDUCATION

Curious and enthusiastic student with an insatiable desire to research and learn new skills that will continue to deliver value to all areas of my life and career.

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Digital Production for Print Diploma **2003**
Corporate Communications Training College, Vancouver BC

- Desktop publishing program offering intensive instruction in the underlying principals of graphic design.
- Emphasis on pre-press, colour theory, page layout and typography.
- Software focus - QuarkXPress, PageMaker, CorelDraw, Photoshop and Illustrator.

Web Ready Graphics Diploma **1998 to 1999**
Metro Training Institute, Vancouver BC

- Digital graphics program offering specialization in web publishing.
- Emphasis on web site architecture, HTML and JavaScript hand coding, interface design, illustration and photo manipulation.
- Software focus - Photoshop, Illustrator, Dreamweaver.

PROFESSIONAL DEVELOPMENT COURSES

- **Toastmasters International:** Public speaking development. (2005 to Present)
- **Blue Ocean Strategy:** Strategic planning session to discover hidden and untapped niche opportunities for independent retailers in a "Big Box" market. (2009)
- **Legendary Service:** A Commitment to Service, Listening, Dealing with Difficult Customers, Providing Autonomy, Exceeding Expectations. (2008)
- **Advanced Management Training:** Staff Management and Coaching, Effective Delegation, and Getting Organized. (2008)
- **Excelling as a First Time Manager:** Staff Management, Boosting Productivity, Communication and Leadership Skills. (2007)
- **Managing Multiple Projects, Objectives and Deadlines:** Priority Management, Project Planning and Development, People/Time Management. (2007)
- **Macromedia Flash for Designers:** Advanced Action Scripting. (2001)
- **Macromedia Flash / DHTML:** Basic Design, Action Scripting, DHTML Coding. (2000)
- **Photography:** Basic Photography, Intermediate Photography, Practical Black & White Darkroom, Basic Studio Lighting. (1996-1998)

COMPUTER SKILLS

- **Software:** Adobe CS3 (Photoshop, Illustrator, InDesign, ImageReady, Dreamweaver), CorelDraw, QuarkXPress, PageMaker, Acrobat, FrontPage, ColdFusion Studio, Flash, MS Office Suite (Word, Excel, Access, PowerPoint, Outlook), FTP software.
- **Languages:** HTML and JavaScript hand coding, also familiar with ColdFusion and PHP.
- **Operating Systems:** Windows 95, 98, 2000 NT, XP. Mac OSX.
- **Hardware:** Flatbed & transparency scanners, SLR film and digital cameras, black & white darkroom process.