

# Katie Teed

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Please contact me via the email address above or the form located at [katieted.com/pages/contact.php](http://katieted.com/pages/contact.php)  
I am sure you can understand my hesitance in publishing my home phone number and address on the Internet.  
I look forward to hearing from you if you have any questions.

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## Highlight of Qualifications

- Over 7 years experience in marketing & advertising
- Personable and approachable; easily builds relationships with clients & colleagues
- Reliable, dedicated and committed to achieving business goals & objectives

## Professional Experience

**Director of Promotions**, Pacific Rim Magazine, Vancouver, BC Feb. 2008-current

- Organizes and applies creative direction to events and publications that promote Pacific Rim Magazine to readers, advertisers and the media including selecting a theme
- Coordinate assigned promotional projects including the design of flyers, posters, signage, media kits and design a full page colour ad promoting the Langara Publishing Program
- Oversee and liaise with members of other departments involved in promotional activities
- Responsible for advertising copywriting as needed by the ad department

**Account Manager**, Create Communications Inc., Whistler, BC 2006-2007

- Acted as Project Manager for all projects undertaken by Create
- Maintained and fostered relationships with clients, vendors, suppliers and publications
- Effectively managed a team of designers; demonstrated leadership in brainstorming sessions, creative briefing, proofing, time management and prioritizing projects
- Developed big picture marketing strategies and marketing plans for several clients
- Responsible for: copywriting, concept development, wireframe creation & website usability testing

**Marketing Coordinator**, Whistler Blackcomb Marketing/Sales Div, Whistler, BC 2003-2005

- Managed and reported outcomes of all online marketing campaigns
- Negotiated all contracts with outside vendors and third party websites
- Financial tracking included monthly budget tracking documents and variance reports
- Administrative duties included swag/collateral management and offline banner placement
- Content manager for [ridetribes.com](http://ridetribes.com) youth website; responsible for sections of [whistlerblackcomb.com](http://whistlerblackcomb.com) content

**Marketing Team Assistant**, Whistler Blackcomb Marketing/Sales Div, Whistler, BC 2003

- Performed administrative duties for 3 business units, including: budget tracking, generating weekly reports, initiative tracking, and community event promotions
- Worked with corporate partners to ensure their goals and objectives achieved

**Lead Hand, Essentially Blackcomb**, W/B Retail/Rental Div, Whistler, BC 2002-2003

- Accountable for the daily management activities for a million dollar Retail/Rental shop

**Account Coordinator**, Lowe RMP, Toronto, ON 2001-2002

- Achievement: named Direct Advertising Agency of the Year by Strategy Magazine
- Performed daily advertising activities for clients that included: Sony Canada, The Daily Bread Food Bank, The Toronto Zoo, Grand & Toy and DirectProtect Insurance
- Wrote creative briefs, managed projects, supervised teams and maintained budgets
- Media: broadcast radio, outdoor, transit, online (banners, buttons, e-Newsletters), magazine and newspaper publications, wild postings, QuickTime video, Digital Boards including elevators and food courts as well as a variety of print formats

**References Available upon Request**

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## Employment History continued

**Assistant Marketing Manager**, 24/7 Media Canada, Toronto, ON Summer 2000

- Performed all marketing activities for an internet advertising network
- Created press releases, company newsletters and other business communications

**Marketing Coordinator**, The Hull Group, Toronto, ON Fall 1999

- Oversaw all daily marketing activities of the Commercial Insurance department
- Generated new business through outbound calling; maintained weekly progress reports

**Assistant Manager of Retail Services**, Dalhousie Student Union, Halifax, NS Winter 1999

- Supervised the daily operations of the Campus Copy division of the DSU
- Performed A/R and other financial/accounting duties; led a staff of 30
- Designed banners, posters, advertisements and additional marketing materials

**Customer Sales Representative**, Cendant Canada, Saint John, NB Summer 1998

- Represented and promoted products to customers through inbound calling
- Assessed customer needs, effectively resolved concerns and communicated solutions
- Demonstrated sales skills by achieving a high conversion and transfer rate

## Computer Skills

Adobe CS3 including:

Photoshop, Illustrator,  
InDesign, Bridge,  
Dreamweaver, Acrobat Pro  
and Distiller

Adobe Acrobat Pro

Quark

HTML/CSS

Microsoft Office

Microsoft Project

Microsoft Content Mgmt

SAS Enterprise Miner

Minitab

SPSS Stat program

Money Mtn system/RTP

Omniture Web Statistics

Email/Internet/FTP

## Education

**Publishing Diploma**, Langara College, Vancouver, BC 2007-current

Design for print and web, illustration, Photoshop, page layout, print production, writing & editing

**Bachelor of Commerce (Co-op)**, Dalhousie University, Halifax, NS 1997-2001

Major: Marketing Informatics (traditional marketing & technology related marketing)

Secondary area of focus: Strategic Planning

## Additional Experience & Achievements

- Member of the Marketing Committee for the BC Assoc. of Magazine Publishers
- Attended Camp BCAMP Professional Development Retreat
- Copy Editor, Noboard Magazine/Catalogue, Whistler, BC, 2006
- Assistant Editor, Modest Bike Magazine Issue 4, Whistler, BC, 2005
- Official Ski Tester for Ski Press Magazine Ski Test 04/05 and 05/06
- Completed Whistler Blackcomb's Stepping up to Supervisor course 2002-2003
- Undergraduate Business Games (UBG) 2001 team delegate
- Volunteer for Direct Marketing Days Conference 2000 and 2001 (Halifax, NS)
- First place, Canadian Tire Marketing Competition, Sense of Directions Career Fair 2000
- Representative of Dalhousie University in the McGill International Management Case Competition as judged by Harvard
- Former certified member of the Canadian National Ski Patrol (both ski & snowboard)
- Former swimming instructor, lifeguard and camp counsellor

**References Available upon Request**