
LINDSAY D. CLARK
Bachelor of Commerce

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Recent graduate of University of Toronto's multidisciplinary **Marketing Management** degree. A fan of information by nature, I am devoted to "getting the details just right" when organizing information into coherent communications. Enjoy research, project management, and keeping the budget and timelines on track. Professional experience includes developing marketing communications plans, executing alternative media, and researching strategy.

- Pay close attention to getting the details right, from typos to minor grammatical errors.
- Committed to communicating clearly and succinctly, verbally and in writing.
- Innate creative streak and interest in psychology lead to effective marketing.

Skills and strengths include:

MS Office: Word ■ Excel ■ PowerPoint ■ SPSS ■ FrontPage
Analysis ■ Budget and Time Management ■ Prioritization ■ Team Player ■ Independent Thinker

Education

Bachelor of Commerce in Marketing Management ■ University of Toronto ■ Toronto ON 2009

Courses included: Marketing Communications ■ Services Marketing ■ Research Methods ■ Marketing Practicum ■ Introduction to Social Psychology ■ Marketing strategy ■ International Marketing ■ Consumer Information Processes ■ Management in Organizations ■ Operations Management

Served as: Information Manager (2 years) with the Marketing Society following 2 years as a Representative where my initiatives contributed to increased attendance at social and career-focused events.

And as **Organization Committee Member** for annual Haute Couture Fashion Show where I contributed creative ideas and created a marketing plan and print advertising; sourced participating retailers; and carried out logistics.

Relevant Projects:

- Selected by Chair, Department of Marketing to participate in capstone project in my 4th year. (Requirements included a successful interview and marks of over 80 in Research Methods and Marketing Communications.) Over the term, our team of 5 created a **marketing plan** for a non-profit group. The project, which we presented to our class, to the group's Director, and also to the Board and its Volunteers, received a mark of "A." Conducted competitive analysis, research, prepared and conducted a survey and role models. Marketing plan met the stipulated budget of \$25K.
- In a 3rd year class, working in a team of 3, we created a **communications plan** for a cold remedy product. After some creative brainstorming we repositioned the branding strategy, changing the angle from taking a sick day (as research showed that this was counter-intuitive to our fast-paced culture) to not missing a day. Our chart of activities schedule took the campaign through one year.
- In the 4th year Management in **Product Development** class, I worked with a team of 4 on a research project that aimed at creating a product to fit a consumer need. We researched industry journals; chatted with a brand manager; investigated competitors. Using SPSS we analyzed statistical data. Our idea? A garbage can with a built in air freshener. Our mark? An "A"- 85%.

Relevant Experience

Lashalu Marketing Inc., Pickering ON (2009, current) ■ Specializes in brand focused design services that include business and brand strategy, corporate identity and B2B communications. Clients include Popular Gourmet, Baby-food Giant, and Food Giant.

Marketing Intern

In this role, I've conducted research, data charting, and have taken part in creative process brainstorming sessions with the company's creative design team.

- ❑ Participated in brainstorming activities for new food product that will be sold to large food manufacturers. We applied marketing tactics to this B2B product, electing to turn the actual packaged goods into mailed material with the pitch on the package.
- ❑ Applied proficient use of Microsoft Office Word and Excel in charting and analyzing marketing data for use by internal and external stakeholders.
- ❑ Assisted in the design of business-promoting blasts, to be used at a fundraiser. Ideas included pie-shaped die cut flyers announcing a free consultation, followed up with a medal, delivered directly to clients.

Well Known Public Relations, Toronto ON (2009) Specializes in delivering targeted public and media relations programs to a wide variety of organizations. Also hosts the IT Lounge during the (well-known event listed here).

Intern, IT Lounge and Gifting Suite

Assisted in this annual event, held at the Posh Hotel, aimed at getting products in the hands of celebrities. This year's sponsors included (several well-known brands listed here).

- ❑ Contributed to the 4-week long planning of this 2-week event, in solving logistical setup, preparing and compiling the media press kits, and sending media invitations.
- ❑ Exceptional media coverage of the showcase of distinctive brands and products resulted in a total ad value equivalent to approximately \$3.8M.
- ❑ Encouraged the participating brands to significantly contribute to charities, raising funds and awareness for several causes.

Seniors At Risk, ABC Chapter, Toronto ON (2009)

Strategic Advisor

- ❑ Selected, through a formal interview process (4th year practicum course), to advise this non-profit group on strategies related to fundraising and marketing communications.
- ❑ Created an integrated marketing communications plan segmented to target Generation Y consistent with the organization's business goals (plan available for your review).
- ❑ Successfully interacted with clients, stakeholders; and communicated information to superiors.

Jack Astor's Bar & Grill, Toronto ON (2006-current) part time

Marketing Committee Member (local store) ■ Cocktail Server

- ❑ Reported to senior management, liaised with sponsors and clients, during preparation and launch of promotional events and marketing initiatives that increased awareness and patronage.
- ❑ Soon to participate in a branding strategy in a head-office generated discussion to gain perspective and generate ideas for improving the company's brand and measurable results.

Previous Work Experience: Clothing Store, Toronto ON (2008) Sales Associate

City of Toronto Aquatics Department, Toronto ON (2003-2006)

- ❑ Head Lifeguard | Instructor (2004-2006)
- ❑ Lifeguard | Swimming Instructor (2004)
- ❑ Junior Lifeguard | assistant Swimming Instructor (2003)

Excellent References Available