

Maureen Thorne

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Preview me with my **Virtual Interview** at www.maureenthorne.com

Relevant Skills

7 years marketing management experience	3 years of online marketing experience – ecommerce, merchandising, promotions, SEO, PPC, Social Media
Highly-developed project management skills	Aptitude for analysis, interpretation and reporting
Strong relationship building skills	Organized and detail-oriented
Ability to multi-task	Strategic thinking
Self-motivated	Dedication to process improvement
Ability to work to extremely tight timelines	Strong written and verbal communication skills

Marketing Experience

Freelance Internet Marketing Consultant

DiningDateNight.com – Hospitality/Restaurant

2011 – Current

Managed online marketing and social media including:

- Facebook Advertising
- Press Releases
- Twitter
- Google Adwords Advertising
- Creating and optimizing content for website, emails, press releases and social media
- Performed analysis and reporting - Google Analytics, Facebook, Google Adwords, bitly tracking and email analytics
- Strategy, creation and deployment of e-mail campaigns
- Overall marketing strategy including development of partnerships

Online Marketing Manager/ Marketing Manager

Encelium Technologies – Energy Efficiency Software

2009 – 2011

Managed online marketing and social media including:

- LinkedIn
- Press Releases
- Twitter
- Google Adwords Advertising
- Creating and optimizing content for website, emails, press releases and social media
- Performed analysis and reporting - Google Analytics, Google Adwords, bitly tracking and email analytics
- Maintained company website including creation of pages and content to ensure optimization
- Created and deployed customer and acquisition e-mail campaigns
- Worked with Public Relations company to leverage press releases, articles and various PR opportunities in the online environment
- Managed, monitored and updated online directories, company listings and industry buyers guides
- Managed all activities involving print (advertising, marketing collateral materials, invitations to customer events) including copywriting, proofreading, graphic design, dealing with creative agencies and printers, logistics and negotiating pricing
- Organized logistics and promotions for trade shows and special events including booth requirements and customer hospitality events
- Maintained database for customer contacts and leads generated by website, tradeshow and other marketing campaigns
- Researched and ordered promotional giveaways and apparel for trade shows and business development

- Designed creative for miscellaneous projects
- Supported sales staff in various activities and special projects as required

Achievements

- Drove up 33% week over week visits and page visits via leveraging social media for white paper release
- Significantly impacted key word performance by managing SEO
- Decreased AdWords budget by 50% (due to company budget restrictions) but increased traffic by 20% by focusing SEO efforts and implementing social media
- Decreased trade show expenses by analysis, recommendations and negotiation
- Implemented CMS to manage reps and dealers updates virtually eliminating future cost and time commitment

Assistant Manager, Online Marketing

Assistant Manager, Acquisitions – Outside Lists, Love Inspired, Sampling and Alternative Media

Harlequin Enterprises

2004 – 2009

Managed merchandising and promotions on eHarlequin e-commerce website including:

- Quality control of all bookstore products, content, promotions and functionality Management and quality control of online bookstore products, content, promotions and functionality including modifying pricing, discounts, promotions and attributes
- Developed compelling promotions that drove business growth and provided ongoing value to the consumer
- Monthly analysis of all promotions, coupons, product performance, site testing etc.
- Presented results and developed key learnings and recommended strategy based on findings
- Initial implementation of web analytics tool (Omniture) – investigating and determining key metrics and benchmarks for future analysis and comparison
- Monitored customer feedback (Bizrate) including full monthly reporting and recommendations
- Key contributor to site redesign project – both creative and functionality
- Led proposal, testing and implementation of web development projects
- Provided direction on creative for promotions; writing copy for promotions
- Managed Bookstore inventory and made inventory updates to the site

Managed customer acquisition direct mail campaigns including:

- Recommended and developed test and bulk marketing plans using past results, brainstorming results and current department objectives
- Developed creative briefs and worked closely with copywriters to ensure objectives are met
- Conducted multiple varieties of sampling with an understanding of retail impact
- Managed approval process/proofing of all materials including coordination with Retail Division, Legal and Editorial to ensure correct usage of copyright notices, trademarks and other legal requirements
- Participated in a full review of the larger print program to determine strategy
- Managed the execution of test and bulk of programs to ensure deadlines, budget and quality expectations are met. This included: establishing key dates with agency, forecasting, ordering and tracking package components and proofreading all components at each stage of the production process
- Communicated campaign information to appropriate parties in a timely manner so that acquisition programs are executed effectively
- Led cross-functional team to determine strategies and maintain timelines
- Monitored and evaluated test and bulk results from DM campaigns and other initiatives to determine if each campaign is meeting the financial objectives
- Assessed campaign performance and reviewed budget vs. actual expenditures and campaign discrepancies.
- Developed/presented reports and presentations based on results and findings
- Developed strong professional relationships within DTC and other departments (i.e. Legal, Production, etc.); specifically, demonstrated strong negotiation skills and perseverance in difficult situations to meet Acquisitions objectives

Achievements

- Drove up average order value by 12% by recommending more prominent Free Shipping message
- Increased revenue by 18% in the first quarter by developing, merchandising and implementing compelling promotions
- Increased presence of back list titles which increased units and revenue without cannibalizing front list sales

- Reduced customer out of stocks by 64% by implementing critical inventory system
- Automated manual processes using Excel functionality which saved 3.5 work days per month
- Vastly improved work overlap and miscommunication by creating process management tool
- Developed and executed compelling and successful campaigns which: acquired new customers and cross-promoted new product
- Rigorously tested and analyzed innovative and seemingly cost-prohibitive DM package multiple times to ensure results were sustainable and profitable. Recommended and implemented rollout of this package which had tremendous results: 26 months break even vs. 56 months for previous bulk package.
- Strategic thinking and analysis used to recommend discontinuation of unprofitable programs which resulted in workload reduction for several teams and allowed redistribution of marketing budget to more profitable campaigns

Associate Manager, Direct Response Marketing – Heart & Stroke Lottery

The Heart and Stroke Foundation of Ontario

2003 – 2004 (contract)

Led marketing projects and strategies for Lottery including:

- Led direct mail campaigns and testing, opt-in email acquisition strategies, contests, web site and email campaigns, POS material, and TV, radio and newspaper planning and creative development
- Led creative development and approval process on all marketing materials ensuring sign-off at each stage of process
- Assisted with Lottery direct mail testing post analysis, leveraging learnings for better ROI/retention planning
- Explored and developed innovative ideas for testing in direct mail, so as to reduce costs and increase retention.
- Led brainstorming sessions to illicit fresh PR ideas and worked towards implementation
- Reviewed current processes and investigated cost efficiencies in management of budget
- Managed the day to day agency relationships to ensure that all goals are met on time, on budget and on strategy
- Provided support to production team on mailings and production
- Managed critical paths - creative development, print and production, data management and media execution

Achievements

- Increased participation of under-developed segment through creative media concept with broader appeal.
- Reduced acquisitions costs from \$5.90 to \$1.03 by using more cost-effective channel.
- Increased email opt-in database by 7% with a contest with virtually no budget.
- Introduced more cost-efficient method of creative revisions and approvals.

Senior Marketing Coordinator, Consumer AIR MILES® Program – Brand Marketing

The Loyalty Group/ AIR MILES®

2000 – 2003

Coordinated four campaigns of the National MEGA MILES® Promotion including:

- Developed strong professional relationships with Sponsor Account teams, Rewards teams, Legal Department, Creative Agency, and Merchandising and Fulfillment Suppliers to fulfill project requirements
- Directed suppliers to coordinate distribution of POS materials to Sponsor locations across the country
- Negotiated an improved contract with supplier to refine the merchandising program
- Created Point of Sale materials: Information Guides, Kiosk Posters, Banners, Coupon Booklets etc.
- Liaised with Creative Agency and Production to direct projects through to completion
- Provided feedback and direction to Creative Agency to create, modify and perfect marketing materials
- Planned detailed schedules for multiple projects and worked to deadlines and rectified urgent situations
- Implemented new processes including an adapted staggered schedule and coordinated the all stakeholders
- Initiated and fine-tuned a system to ensure just-in-time replenishment of POS to keep costs down and reduce overstock
- Developed regional overlays on marketing initiatives to test viability i.e. Contests and alternative creative
- Created presentations and presented information to Sponsor Management Teams to promote marketing initiatives
- Analyzed marketing initiatives to determine profitability and determined modifications for continuous improvement
- Involvement in the development of radio campaigns and revitalization of the Brand

Achievements

- Promoted to Senior Marketing Coordinator in just 1 year
- Increased coupon participation in MEGA MILES® by more than 100% year over year

- Increased POS presence in Sponsor locations by 74%
- Increased revenue on national marketing campaign; 94% increase vs. plan
- Increased revenue on national spring campaign by 73% year over year

Direct Marketing Specialist (contract)

Southam Information Products

1999 – 2000

Coordinated direct mail programs including:

- Performed copywriting, designing and coordinating of direct mail marketing materials
- Provided timely and effective campaigns to support subscription and sales of magazine and information products
- Organized campaigns for renewal efforts, previous buyers, prospective customers and expired customers
- Performed extensive research and analysis of mailing lists
- Managed expenses and budgeting for product marketing and promotion
- Liaised with many departments and suppliers to produce effective campaigns; customer service, creative, publishers, editors, mail houses, printers, envelope manufacturers and more

Marketing/Research Analyst

Kubas Consultants

1998 – 1999

Coordinated market research studies focusing on newspaper and retail markets including:

- Designed and prepared research studies and coordinated data collection activities
- Tracked progress of survey returns and results
- Managed, interpreted, and displayed critical data and analysis
- Dealt with high profile clients - participated in client “kick-off” meetings for major research studies
- Wrote detailed reports and presentations to highlight relevant trends and recommendations
- Attended press/corporate conferences on behalf of the client to field technical research questions

Education

E-Marketing Certificate - February 2008 to May 2008

Canadian Marketing Association

- Awarded Honours for achieving 90% final mark

Marketing Diploma – Honours – September 1996 to May 1998

Seneca College of Applied Arts and Technology

- Received Certificate of Achievement in every semester for selection to the President’s Honours List for Highest Academic Standing; 4.0 Grade Point Average
- Recommendations from six professors for leadership and academic achievement scholarships
- Awarded *TD Senecard Scholarship* for high academic standing

Other courses:

- Web Presence Analytics in Action – June 2010, *York Technology Association*
- Marketing Boot Camp – Turn Your Website into a Lead Generation Machine – April 2010, *Marketing Co-Pilot & YTA*
- Search Engine Tune Up – March 2010, *Marketing Magazine*
- HTML – Creating Web Pages – August 2009 to December 2009, *Durham College*
- Getting Results without Authority
- Managing Me
- Leadership
- Omniture - Web Analytics

Additional Skills:

- Microsoft Word, Excel, PowerPoint, Access, Outlook, some graphic design experience
- Web analytics tool, Omniture Site Catalyst, Basic HTML knowledge
- E-commerce site content/maintenance tool - Simplemerce, Graphicmail