



Maureen Thorne

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

Professional Profile

I am an expert marketing project manager; a dynamic, seasoned marketer with more than 10 years of experience with a focus in direct and online. I can enhance your team by bringing strategic thinking to every task. I am self-motivated and action-oriented; I have a real "roll up your sleeves and get the job done" work style. I possess practical strategic smarts and am poised to take on new challenges.

Relevant Skills

- 7 years marketing project management experience
- Aptitude for analysis, interpretation and reporting
- Highly-developed project management skills
- 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

Online Marketing Manager

Encelium Technologies

2011 – Current

- Managed Social Media and online marketing efforts including optimizing and releasing press releases and articles to industry websites and social media networks including Twitter and LinkedIn
- Maintained company website including making updates on a regular basis to content and ensuring optimization
- Perform analysis and reporting - Google Analytics, bitly tracking and email analytics
- Responsible for quarterly customer e-newsletter and ad hoc e-blasts including content and deployment
- Manage social media presence including LinkedIn and Twitter
- Work with Public Relations company to leverage press releases, articles and various PR opportunities in the online environment
- Creative design for miscellaneous projects
- Manage, monitor and update online directories, company listings and industry buyers guides
- Support sales staff with various online marketing activities and special projects
- Other support of marketing initiatives under the direction of President/CEO and COO

Marketing Manager

Encelium Technologies

2009 – 2010

- 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
- Led Search Engine Optimization/Marketing – researched and recommended SEO/SEM agency, worked closely with agency on keyword selection and analysis, Google AdWords campaign and changes to optimize site and drive traffic
- Managed Social Media and online marketing efforts including optimizing and releasing press releases and articles to industry websites and social media networks including Twitter and LinkedIn
- Maintained company website including making updates on a regular basis to content and ensuring optimization
- Managed and executed quarterly customer newsletter and other email campaigns (pre and post tradeshow campaigns) including content, deployment and post-analysis
- Conducted post-analysis of online marketing efforts including Google Analytics and Email Deployment reporting including folding in external data sources including Bit.ly and YouTube
- Maintained database for customer contacts and leads generated by website, tradeshow and other marketing campaigns
- Worked with Public Relations company on press releases, articles and various PR opportunities
- Researched and ordered promotional giveaways and apparel for trade shows and business development
- 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

e-Harlequin.com/ Harlequin Enterprises

2007 – 2009

- 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
- Management of Bookstore content and promotions including modifying pricing, discounts, promotions and attributes
- Provided direction on creative for promotions; writing copy for promotions
- Managed Bookstore inventory and made inventory updates to the site

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
- Drove customer loyalty and repeat purchase with free gifts and bounce-back coupons
- 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

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

Harlequin Enterprises

2004 – 2007

- 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

- 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
- Demonstrated superior organization skills and ability to multi-task. Managed multiple campaigns simultaneously utilizing tools to keep tasks and people on track
- Utilized excellent negotiation skills and leveraged strong business relationships (with agencies, copywriters, graphic designers, lettershops, printers, USPS/Canada Post etc.) to negotiate marketing needs with legal department, save costs with suppliers, get buy-in from other departments for cross-departmental strategies, negotiate and receive assistance from other departments when timelines were tight and more.

Associate Manager, Direct Response Marketing – Heart & Stroke Lottery

The Heart and Stroke Foundation of Ontario

2003 – 2004 (contract)

- Led marketing projects and strategies for Winter Lottery including 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 Spring 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 project goals are met on time, on budget and on strategy
- Provided support to production team on mailings and production
- Managed marketing critical paths - creative development, print and production, data management and media execution
- Developed and followed weekly project status reports

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

- Managed four campaigns of the National MEGA MILES® Promotion
- 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
- Reviewed radio transcripts to find pertinent consumer quotes to use in POS material

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

- Performed copywriting, designing and coordinating of direct mail marketing materials
- Provided timely and effective marketing 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

- 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

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 & York Technology Association

Search Engine Tune Up – March 2010
Marketing Magazine

HTML – Creating Web Pages – August 2009 to December 2009
Durham College

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

Additional Information

- Member of Marketing Leadership Peer Group – York Technology Association
- Highly-developed computer skills including:
- Microsoft Word, Excel, PowerPoint, Access, Outlook
- Web analytics tool, Omniture Site Catalyst, Basic HTML knowledge
- E-commerce site content/maintenance tool, Simplemerce
- Other professional development courses: Database Marketing – The Future, Retail Marketing, Getting Results without Authority, Managing Me, Leadership, Omniture - Web Analytics.