



OBJECTIVE

Obtain a marketing position where I will lead and manage various projects to contribute to a company's growth.

PROFESSIONAL ACCOMPLISHMENTS

Norcard Group

Online Marketing Coordinator

November 2010 to March 2011

Create and implement an online marketing strategy for Hoppergifts.com to increase website traffic, conversion rate, and sales.

Results: Increased web traffic by 4800 visits, generated over \$2000, & 57682 page-views in one month

J.Carmin Marketing Co.

Strategic Marketer (Freelance)

January 2007 to Present

Responsible for creating marketing strategies and conducting extensive market research, while also, creating campaigns to provide unique solutions to make the business at hand successful.

Results: See attached executive summary

Canadian Imperial Bank of Commerce

Customer Service Representative

January 2010 to July 2010

Assisted clients with their everyday banking to provide exceptional customer service by understanding their needs and responding to inquiries of financial products, in order to deepen the relationship while meeting sale goals.

Results: Achieved top-performing sales results (300%) for a Customer Service Rep in competing region

SIFE Royal Roads University

VP, Marketing & Communications (Contract)

November 2008 to September 2009

In charge of increasing sponsorship to develop different initiatives by obtaining business relations to assist with the micro-lending India project. Also, responsible for creating and managing the organizations website and developed communications to increase brand name awareness and sales.

Results: Increased brand name awareness within local community, obtained sponsorship by well-known companies such as: TD Canada Trust, Never Blue Media, Copeland Communications, & BMO

EDUCATION

Foundations of Project Management University of Toronto

Completed November 2009

B.Comm in Entrepreneurial Management Degree RRU

Graduated September 2009

Business Administration in Marketing Diploma Conestoga College

Graduated September 2008

ADDITIONAL SKILLS

Linguistic Abilities: Fluent in Spanish and English and can speak conversational Hindi.

Computer & Design: MS Office, Adobe Illustrator, InDesign, Photoshop, Google Analytics, and Wordpress.

References available upon request

Executive Summary – Projects Managed by Jennifer Carmin Campos

The purpose of this document is to provide a summary of the projects worked on since 2007. The projects are structured in the following manner: Type of project, company name, timeline, project description, problem, project goal, and results.

Type of Project: **Research & Analysis**
Company Name: Guildcrest Jewellers, Guelph ON
Timeline: January 2007 to April 2008

Project Description:

Conducted extensive research on the company's target market. A questionnaire was created and distributed to 300 individuals who fit Guildcrest Jewellers target audience description. Results were analyzed using SPSS (analytical software), assimilated information, and submitted a written report to client.

Problem:

Guildcrest Jewellers faced the issue of customers making less frequent purchases due to the price of gold increasing.

Project Objectives:

The following describes project objectives:

1. Determine the reaction from consumers to increased prices, particularly in terms of frequency of purchase and likelihood to shop at other stores.
2. Identify the criteria that consumers consider when selecting a jewellery store to shop at (e.g. price, quality, service etc.).
3. Identify what influences the decisions about which jewellery store to shop at (e.g. sources of information, recommendations, previous experiences etc.).

Results:

As a result, Guildcrest Jewellers was able to price products appropriately. A Break-even analysis was also provided to the client to price jewellery low enough for customers and high enough to earn revenue. Overall, the customer was pleased with recommendations and project deliverables.

Project Type: **Market Analysis & Developing a Marketing Strategy**
Company Name: Breathe Yoga Wear, Vancouver BC
Timeline: January 2009 to March 2009

Project Description:

Extensive research on the yoga industry and market was conducted. The company was analyzed in depth in order to identify gaps when compared to competitors. I was contracted on this project as a project contributor. My role was to help with the creation of a well-defined marketing strategy. I was also in charge of ensuring that major milestones and specific tasks were being met by holding weekly meetings with project team.



Problem:

Breathe Yoga Wear faced was a relatively new company competing in a mature market. The other issue referred to a lack of effective marketing.

Goal:

The project goal was to recommend an innovative marketing strategy by identifying market opportunities and filling market gaps.

Results:

As a result, Breathe Yoga Wear was WOWED! The company implemented all recommendations to create a story for itself. The company's website was redeveloped, customer relations were strengthened, and sales increased by 70%.

Project Type: Rebranding Project

Company Name: Alvana Business Consulting Inc., Victoria BC

Timeline: July 2009 to September 2009

Project Description:

A new logo was developed for the company along with business cards. Also, an interactive website was created.

Problem:

The company was not content with its current brand image.

Goal:

The project goal was to give Alvana Business Consulting an attractive professional creative appeal.

Results:

Alvana Business Consulting was able to successfully present itself to clients in a new light. Hence, improving company perception.

Project Type: Online Marketing Strategy

Company: Alvana Business Consulting Inc., Victoria BC

Timeline: October 2009 to November 2009

Project Description:

In order to create a well thought out marketing vehicle for Alvana Business Consulting, primary and secondary research was conducted on the industry. The information gathered determined if an online marketing strategy would benefit the company.

Problem:

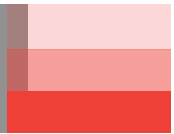
Alvana Business Consulting did not know how to increase brand name awareness using a cost effective strategy to attract new clients overseas.

Goal:

The overall goals were to: (1) Increase brand name awareness amongst target audience, (2) Formulate relationships with customers, and (3) Increase sales.

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Results:

As a result, Alvana Business Consulting increased sales by providing services to new clients in Canada, Europe, and China. It was determined that being active with a LinkedIn profile would help obtain the desired results.

Project Type: Developing a Marketing Strategy

Company Name: Kava Mobile, Toronto ON

Timeline: February 2010 to May 2010

Project Description:

A competitor, target audience, and industry analysis was managed to obtain a comprehensive understanding on the competing market. Kava Mobile was positioned amongst primary and secondary competitors to identify opportunities on how the company can reposition itself.

Problem:

Kava Mobile was not acquiring new clients and was in pursuit of a new strategy to attract new customers.

Goal:

The project goal was to have a clear understanding of competitors in order to craft a unique marketing strategy that will reap high benefits.

Results:

Kava Mobile has a good understanding of its competing market. The company is pleased to see its growth opportunities and revenue streams.

Conclusion:

Overall, all projects were managed on a contract basis. They were completed on schedule and within budget. If you have any questions please do not hesitate to give me call at 226.868.1315 or by email at jennfier@jcarminmarketing.com. Thank you for your time and attention to these materials.