

Marion Fisher

403-401-1490

Energetic and motivating leader with proven ability to effectively manage and create both print and electronic media. Self starter and strong independent worker. Highly adaptable to ever changing circumstances and a key member in any team.

PROFESSIONAL EXPERIENCE

Sales/Promotion Coordinator:

Shaw Direct - Calgary, Alberta (May 2010 to Present)

- Communicate sales goals and targets to management, internal promotions team and staff
- Coordinate incentives and promotions to ensure sales goals and targets are achieved on a monthly basis
- Communicate with call centre staff to maintain enthusiasm and awareness
- Work with the Marketing department and Management team for incentive prizes
- Prepare monthly promotional campaign proposals including creative and promotional budget breakdown
- Create excitement in the call centre and increase awareness during all promotional campaigns
- Develop, implement and maintain sales competitions within the call centre
- Provide motivation and create enthusiasm to ensure optimum performance in sales, saves, and general customer service
- Liaise with other call centre Promotions Coordinators to ensure consistent implementation of processes
- Prepare and provide various weekly reports to management
- Layout and design of the monthly publication called Directions (Shaw Direct Magazine).

Art Department Project Manager:

Label Concepts - Dublin, California (Feb. 2009 to Mar 2010)

- Work closely with clients to establish new or repeat label orders including solutions, concepts, design, online research, content editing/formatting, etc.
- Develop and manage multiple projects for a variety of clients.
- Prepare and implement project schedules to maintain the highest level of quality.

Customer Service Representative:

Signature Label - Dublin, California (Jan 2008 to Jan 2009)

- Work closely with clients to establish new or repeat orders.
- Develop and manage multiple projects for a variety of clients.
- Prepare and implement project schedules to maintain the highest level of quality.

Graphic and Web Design/Small Business Owner:

Consulting - California (Apr 2002 to Jun 2005 & May 2006 to Mar 2008)

- Work closely with clients and small businesses to develop and maintain new areas of web and print media, including solutions, concepts, design, online research, content editing/formatting, site promotion, etc.
- Determine through analysis the success of certain programs for individual clients.
- Ascertain the best return on investment and value for the client's budget.
- Manage multiple projects, tight deadlines, and interact with clients, vendors and independent contractors.
- Successful in building the administrative, executive and technical aspects of a small business.

Project Management/Designer:

Agape France - France (Apr 2001 to Apr 2002)

- Work closely with Management and the Director in the development of marketing media, including solutions, concepts, design, online research, content editing/formatting, etc.
- Responsible for the layout and design of all corporate media.
- Miscellaneous promotional media and multi-media presentations designed on a demand basis.

PROFESSIONAL EXPERIENCE (cont.)

Web/Graphic Design:

BioGenex Laboratories, Inc. - California (May 2000 to Apr 2001)

- Work closely with Marketing and IT in designing, developing and managing the corporate website.
- Responsible for the layout and design of corporate print and electronic media.
- Miscellaneous promotional and point of sale media designed on a demand basis.

Account Manager:

GA Communications Inc. - Livermore, California (Mar 1997 to Apr 2000)

- Work closely with Safeway Inc. in the development of internal and external web sites, multi-media presentations and assorted promotional and point of sale media.
- Developing and manage multiple projects for multi-million dollar account.
- Prepare and implement project schedules to maintain the highest level of quality and cost effectiveness with time sensitive materials.
- Maintain budget and billing for individual projects.
- Proven skills in advertising and financial responsibilities.

Graphic Design:

Canada Safeway/I.M.H. Concepts - Calgary, Alberta (Jun 1995 to Mar 1997)

- Responsible for the layout and design of the corporate flyer on a weekly basis.
- Building and typesetting of special event and grand opening flyer wraps for individual markets.
- Design, typesetting and zoning of target marketing mailers and wraps for individual stores.
- Layout and design of the weekly follow-up and specialty newspaper ads.
- Miscellaneous promotional and point of sale media designed on a demand basis.
- Problem solving and follow-up of customer complaints in connection to flyer and coupon book distribution.
- Coordinate in-store signage and newspaper ads in the form of correction notices.

EDUCATION

Chabot College, Hayward, CA

Macromedia Flash I, San Ramon, CA

Macromedia Flash II, San Ramon, CA

Corel Draw 3.0, Calgary, AB

SOFTWARE EXPERIENCE

Macintosh and PC – Adobe Suite (Flash, DreamWeaver, Fireworks, Photoshop, Illustrator, Acrobat, InDesign), QuarkXpress, Corel Draw, Freehand, Microsoft Office - Word, PowerPoint, Excel, Entourage, and more.

REFERENCES

Available upon request.