

## Objective

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A challenging branding and communications role.

## Highlights

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- Resourceful. Risk taker. Entrepreneurial.
- Strategic thinker with hands-on practical experience.
- Team player. Consensus builder.
- International experience. Fluent English and Spanish.

## Career Achievements

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### Business Development

*Artevisit Communications, Vancouver, artevisit.com • 2007 to Present*

Conceptualizing and creating a web-based social enterprise for artists, nonprofit organizations and activism inspired design.

### Branding & Communications Consultant

*Vancouver, ericwilson.com • 2006 to Present*

Assisting large and small organizations with research, strategy, positioning, training and support.

- Ongoing work with Native Courtworkers Association of B.C.
- Review of brand strategy and interim Brand Manager for Canadian Tourism Commission.
- Research for the GVTA that led to changes in station naming on Canada Line rapid transit project.

### International Corporate Brand Manager

*Finning International, Vancouver, finning.com • 2003 to 2005*

Recommended and led the corporate re-branding at one of Canada's largest multinationals. This project required the formation of a multidisciplinary team that addressed corporate identity, marketing/communications, HR policy, merchandising and facilities design.

- \$7.5M six-country project executed on-time and on-budget.
- Organized brand launch – the largest event in company's history (12K employees).
- Reduced projected costs by 25% through int'l sourcing and negotiation with suppliers.
- Coordinated creative agencies on three continents and resolved local issues.
- Project expanded to include re-branding of three subsidiaries.

### Corporate Communications Manager

*Finning South America, Santiago, Chile, finning.com • 2001 to 2003*

Formed and managed a five-person team responsible for all marketing/communications in four countries. Collaborated with HR on engagement, EH&S and social responsibility initiatives.

- Increased annual budget 30% to \$1M by demonstrating positive ROI.
- Established first employee and customer publications, which are still thriving.
- Launched first CRM project that increased market share 7% in first two years.
- Helped company achieve industry leading EH&S results.
- Oversaw design aspects of \$4.5M head-office renovation.

## Career Achievements (cont'd)

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### **Advertising and Promotions Manager**

*Finning Chile, Santiago, Chile, finning.cl • 1998 to 2000*

Developed, executed and tracked annual marketing plan, which included several forms of traditional and new media advertising, promotion, public relations and events management.

- Launched first Intranet and oversaw ongoing Internet development.
- Organized national and int'l events with individual budgets of up to \$700K.
- Overhauled merchandising program, increasing sales by 30%.

### **Strategic Product Development**

*ALTA Airlines, Santiago, Chile • 1997*

Conducted a comprehensive feasibility study for an innovative tourism concept.

### **Guest Programs Manager**

*Hotel Explora, Patagonia, Chile, explora.com • 1996*

With a team of 16 employees, ran all guest programs at a high-end, wilderness resort.

### **Senior Inside Sales & Marketing Support**

*Butterfield & Robinson, Toronto, butterfield.com • 1989 to 1995*

Part of a small team that delivered 10+% yearly growth for a world leader in adventure travel. Wrote and oversaw design and production of marketing collateral.

## Education & Professional Development

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- Entrepreneurial Skills Training Program, BCIT, Vancouver.
- B.A.A., Tourism & Hospitality Management, Ryerson Polytechnic University, Toronto.
- Management Seminars in: design, branding, direct marketing, customer experience, CRM.
- Computer Skills: MS Office, MS Project, Dreamweaver, Adobe CS, proprietary CRM and website CMS software (PC and Mac).