

Objective

Strategic marketing and business development. Learning and contributing.

Highlights

- Bright. Resourceful. Collaborative. Entrepreneurial. Creative.
- Strategic thinker with extensive hands-on practical experience.
- International business exposure. Fluent English, Spanish and some French.

Career Achievements

Strategic Communications Manager

WebTech Wireless, Vancouver, webtechwireless.com • 2008 to Present

Overseeing marketing and special projects for a global location-based services company.

- Defined brand positioning and now lead corporate re-branding project.
- Established and now manage industry advisory group with members such as FedEx and IBM.
- Support sales team with CRM activities such as sales campaigns, webinars and events.

Branding & Communications Consultant

Vancouver, ericfwilson.com • 2006 to 2008

Conducted research, strategy and business development for various organizations such as:

- Canadian Tourism Commission, interim brand manager
- Canada Line Rapid Transit Inc., communications consultant
- Artevist Communications, online business development

International Corporate Brand Manager

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

Recommended and led corporate re-branding at one of Canada's largest multinationals. The project's scope included corporate identity, communications, merchandising and facilities/POS design.

- \$7.5m six-country project executed on time and on budget.
- Orchestrated launch for 12,000 employees – the largest event in company's history.
- Reduced projected costs by 25% through international sourcing and negotiation with suppliers.
- Coordinated creative agencies on three continents and resolved localization issues.
- Project was expanded to include re-branding of three subsidiaries.

Corporate Communications Manager

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

Managed all marketing and communications in Argentina, Bolivia, Chile and Uruguay.

- Ran numerous corporate and customer events including overseas travel and trade shows.
- Launched first CRM program that helped increased market share 7% in two years.
- Increased annual budget 30% to \$1m by demonstrating positive ROI.
- Collaborated with HR on successful engagement, EH&S and social responsibility initiatives.
- Established first employee and customer publications.

Career Achievements (cont'd)

Advertising and Promotions Manager

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

Developed, executed and tracked annual marketing plans, which included 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 and trade shows with budgets of up to \$700K.
- Increased merchandise sales by 30%.

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

Led a team of 16 guides to deliver outstanding guest services at a luxury wilderness resort.

Marketing and Inside Sales

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

Various evolving roles that contributed to 10+% yearly growth for a leader in adventure travel.

Education & Professional Development

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