

RAE-ANNE JAMMER

DIRECTOR OF MARKETING

CONTACT



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Port Carling, ON

SKILLS

- Marketing Strategy
- Marketing
- Strategic Planning
- Project Management
- Digital Marketing
- Social Media Marketing
- Social Media
- Advertising
- Leadership
- Management

EDUCATION & CERTIFICATIONS

Diploma in Business - Marketing

Georgian College, Barrie, Ontario

Diploma in Wellness & Health Promotion

Centennial College, Barrie, Ontario

- Digital Marketing Program – LinkedIn Learning
- Marketing Management Certificate – Georgian College

PROFESSIONAL EXPERIENCE

2021 - Present

Director of Marketing

Leading Edge Seminars, Toronto, Ontario

- Research ways to grow market share/attract new customers.
- Develop and lead strategic digital marketing campaigns across multiple platforms, increasing brand awareness and contributing to revenue growth of 46% in on-demand learning market.
- Implement social media strategies to integrate with overall marketing tactics.
- Developed new ecommerce event website, establishing new line of business to support sales growth.
- Work with the President to establish and manage marketing budgets that deliver clear return on investment.

2005 - 2020

Director of Marketing

Heart of Nature Gallery, Port Carling, Ontario

- Drove sales and marketing efforts by orchestrating online and offline advertising campaigns, resulting in 800% increase in YOY revenue.
- Developed company website and established social media profiles to build brand awareness, better engage customers, and promote sales.
- Established company brand messaging, customer events, promotional strategies, and product commercialization, including e-commerce, to support sales growth.
- Executed social media marketing campaigns, delivering 3000% increase in social media fan base in 6 months.

2015 - 2019

Marketing & Social Media Manager

Logix Brands Ltd., Port Hope, Ontario

- Wrote engaging marketing, advertising, and website copy to support multiple international brands.
- Supported event marketing efforts by creating attractive and consistent graphic designs for event displays and sales materials.
- Devised and deployed online marketing plans with effective SEO, social media, and video campaign strategies.
- Transformed social media platforms, creating and curating content to better engage customers and promote sales.

- Created 4 new logo and brand identity designs to support new product launches.

2013 - 2014

Marketing Communications Manager

Abilities Centre, Whitby, Ontario

- Implemented targeted online and offline advertising campaigns, exceeding membership drive revenue KPI target by 50%.
- Designed new visual branding elements to effectively convey concepts and messaging for product lines.
- Led the redesign of company website to better engage customers and build brand awareness.
- Executed cross-platform social media marketing campaigns, resulting in 36% increase in fan base.

ADDITIONAL EXPERIENCE

Director of Marketing

Pathways Health Promotion, Oshawa, Ontario

- Identified and managed opportunities for lead generation resulting in 300% increase in clientele over four years.
- Developed pricing strategies, balancing company objectives and customer satisfaction.
- Executed traditional, digital and social media marketing campaigns across multiple platforms to drive brand awareness.
- Implemented new solutions and products to support client retention and achieve 600% increase in revenue over four years.

Marketing Manager

M&I Door Systems Limited, Barrie, Ontario

- Planned and executed traditional B2B marketing campaigns, supporting lead generation initiatives resulting in annual revenues of \$7.5 million.
- Liaised with creative agencies to produce promotional materials and craft marketing copy.
- Measured and monitored performance of marketing campaigns and deliverables, adjusting to deliver stated objectives and outcomes and improve ROI.