



TRICIA WRIGHT

CONTACT

address: 86 Starr Cres, Aurora, ON
website: triciawright.ca
email: tricia.wright@gmail.com
phone: 647-707-3684

EDUCATION

York University, Sociology

SKILLS

Agency Management
Client/Account Management
Production Management
Project Management
Social Media Strategy & Training
Branding
Content Marketing
Email Marketing
Presentation Development
Event Management

ACCOMPLISHMENTS

ClearNET rebrand
TELUS Quarterly Ad Campaigns
Koodo Mobile launch
Mobicity launch
CRA 2014/2015 Tax Credits Ad
Campaign
TICO 2016 Ad Campaign

PROFESSIONAL PROFILE

High energy, confident communications director with an infectious enthusiasm for people, advertising and brands. Highly organized and efficient; able to prioritize effectively to accomplish objectives with creativity and enthusiasm, while maintaining a positive attitude and strong work ethic. 17+ years experience in brand building, communication strategy, and launching integrated advertising campaigns.

WORK EXPERIENCE

Senior Account Manager, Zone Marketing Group
July 2016 - July 2017 (12 month contract)
Clients: Mitsubishi, Kia, Hyundai

- Managing lead acquisition, email development and event staffing
- Collaborating with partner agencies to ensure that client events/activations are executed on time and on budget
- Managing and overseeing various experiential programs for clients

Account Director, The Marketing Garage
July 2015 - July 2016 (12 month contract)
Clients: TICO, OMVIC, Vodka Mudshake, Apple Storage

- Developing internal briefings, program kick-offs, status updates, post-program reporting, de-briefing meetings, and/or other communications as required.
- Developing and executing marketing plans, creative campaigns digital (SEO, PPC) and social media strategies
- New business acquisition

Account Director, kbs+/Capital C
June 2013 - January 2015
Clients: CRA, Nissan, Mount Sinai.

- Managing the growth and strategic direction of client accounts
- Developing internal briefings, program kick-offs, status updates, post-program reporting, de-briefing meetings, and/or other communications as required.
- Collaborating with other partner agencies to ensure that messaging is consistent across all mediums
- Developing and executing marketing plans, creative campaigns and social media strategies
- Managing monthly, quarterly and annual budgets for accounts
- Managing day to day operations and career development for account supervisors and coordinators



WORK EXPERIENCE

Marketing Communications Manager, Mobilicity

September 2009 - June 2013

- Creating and presenting briefs to AOR and Media Agency on campaigns, experiential initiatives and other ongoing customer communication
- Managing creative development and production for our digital, social media, print, OOH, broadcast and in-store communications for quarterly and promotional ad campaigns
- Managing media planning and buying (as required)
- Developing social media strategies, managing social media channels, content curation
- Managing website updates and refreshes
- Working closely with research agencies to monitor and report to the executive team on brand awareness
- Managing monthly, quarterly and annual budgets, tracking expenditures and ensuring that all actuals align to budget and forecasts

Marketing Communications Manager, Koodo Mobile

July 2007 - August 2009

- Managing creative development for our corporate website, social media, online banners, print, OOH and in-store communications
- Liaising with product marketing, product development, pricing and legal to develop marketing strategies
- Managing ad campaigns and media planning from concept to implementation
- Managing POS and collateral development from brief to print production
- Providing direction to AOR on campaigns, initiatives and on-going communication needs
- Managing monthly, quarterly and annual budgets, tracking expenditures and ensuring that all actuals align to budget and forecasts

Brand Manager, TELUS Mobility, 2000 - 2007

Within these 7 years, I received several promotions:

Communications Coordinator: 2000 – 2001, Production/Creative Specialist: 2001 – 2003, Brand Specialist: 2003 – 2006

- Managing and developing a team of 3 Brand Specialists
- Briefing the AOR and media agency on quarterly campaigns
- Working closely with our Merchandising team to ensure effective use of POS mediums in store
- Providing direction to our in-house design studio to ensure brand consistency in all ads
- Approving all creative pieces to ensure consistent corporate messaging
- Managing print and production of all in-store communications
- Managing monthly, quarterly and annual budgets, tracking expenditures and ensuring that all actuals align to budget and forecasts

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