

Hopes...

To flourish within a community of those with interest in the conscious self & responsible corporate growth by way of...sincerity.

Effective in...

- people management & team leading
- event planning & hosting
- elegant interpersonal skills
- keen organizational efforts
- mindful branding
- creative & formal writing
- clean design & clear PR
- conscious business growth

20+ years of...

- corporate, agency & marketing
- sales, servicing, sponsorships & strategy
- media management/planning/buying
- presentations (research/writing)
- various business categories & sizes
- web design, online research

Skilled by...

Vision leader of "www.sincerity.ca" (9+ years)

Promoting holistic products, alternative services & eco businesses

- Produced multiple private events (from 6 to 150 guests)
 - Management of a committed rotating team of event contributors
 - Product placement & sponsorships deals
 - Attainment of 300+ online subscription of targeted invites
 - Mindful merchandising of varied promotional products & services
 - Exceptional hosting actions with elegant yet subtle flair
 - Application of multiple social media outlets for exposure
- Extensive "alternative/holistic" industry research & demographic analysis
- Marketing consultant to industry therapists & local businesses
- Producing a line of therapeutic aromatics (manufacturing, stock & sales)
- Standard business operations & financial management

Media Planning/Buying at Padulo Integrated (3 years)

Managed CIBC National Media Account

- Planned, purchased & maintained multiple forms of Media; television, radio, outdoor & all categories of print
- **Clients:** CIBC (20 MM+), Suzuki Automotive, National Ballet of Canada, Simmons Mattress, & HH Brown Shoes (50M+)

Freelance Graphic Designer (5 years)

- Created & maintained customer base of 20+ small business clients
- **Clients:** Kwik Kopy, Zippy Print, New Life Media, Thirteen-Seven

Material Sales at McCutcheon Graphics (2 years)

- Increased established territory in Ontario by 18% in one year
- Sales & promotions of graphic materials (includes Trade Shows)

Marketing Assistant at PPL Marketing (3 years)

- Assisted in various direct marketing promotions for Ford Motor Company
- Co-designed industry/dealer catalogues
- Worked with creative & production teams
- Writing of various in-house material

Facts...

- Completed George Brown: Business Marketing Program
- Received *Civilization & Language Diploma* from French Alliance in Paris, France
- Spanish speaking, born in Argentina
- Proficient in PC & MAC platforms, online research & social media
- Comprehensive exposure from family owned manufacturing business
- Scorpio & born Year of the Dog

Passionate about...

- Holistic/Alternative approaches for wellbeing
- Mindful communication
- World cultures & global perspectives
- Enhancing environments
- Meditation & mindfulness

Weaknesses...

- Asking for payments or due balances.
- Benign office politics

References...

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Ask me about...

- The CBC Dragons Den experience.
- My charming tween daughter.
- My peace filled & positive divorce.
- My travels through France, Spain, Poland, Czech Republic, Argentina, Cuba (etal.), United States & Canada
- How emotional wellness is vital to living in peace.
- The ideal alternative therapy for your individual symptoms & personal preferences.