

NANCY MURRAY

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PROFESSIONAL SUMMARY

Results-oriented **Senior Marketing and Communications Manager** with over 12 years experience. Proven ability to direct creative projects from conception through to successful completion. Creative and innovative team-based leader able to take initiative and deliver results in fast-paced, time-sensitive environments.

- Marketing / Communications Strategy
- Marketing Proposals / RFP's
- Team Leadership / Training
- Graphic Design / Presentations
- Social Media / Digital Marketing
- Branding / Brand Management

CAREER HISTORY

AXIA NETMEDIA CORPORATION, Calgary, Alberta **Channel & Communications Manager**

Nov 2006 – Oct 2013

Promoted through a series of increasingly responsible marketing and communications management positions. Managed all marketing and communication activities supporting the North American Business Unit and Global Business Development team. Reported to Vice President.

- Managed Marketing Communications plan and \$400,000 annual budget
- Directed RFP response and marketing activities for company's new fibre-to-the-premise initiative; Won \$300,000 initial contract successfully enabling expansion into new markets across Alberta
- Established visual branding and messaging strategy for Axia and regional networks, including website development, social media profiles and customer facing collateral
- Provided final review and sign-off on content, design and presentation of major RFP responses including largest private sector contract in company's history
- Led Marketing Communications team members; conducted recruitment, training, on-going coaching and evaluation of three direct reports
- Defined complete online marketing strategy; integrated social media, blogging, microblogging and video into existing communications mix
- Created award-winning marketing campaign including radio, online advertising and social media; increased web traffic by more than 600%, increased organic search traffic by more than 300%
- Developed a new online customer portal; championed project throughout organization and inspired executive level buy-in
- Won multiple awards for individual contribution both within Axia and externally

CB ENGINEERING, Calgary, Alberta **Marketing Communications Manager**

Aug 2001 – Nov 2006

Fast-track promotion from Marketing Coordinator through to Marketing Communications Manager for this National instrumentation and automation products distributor. Reported to Marketing Manager.

- Reduced annual marketing expenses by over 20% by bringing communications design and development in-house and integrating electronic marketing with traditional print methods
- Guided redesign and development of corporate website and intranet; implemented on-line course registrations reducing related administrative time by over 75%
- Designed and introduced new corporate branding scheme across all print and electronic marketing materials to ensure consistent message and increase customer recognition

- Hired, trained, supervised and evaluated Marketing support staff
- Assisted with implementation of a new online customer relationship management (CRM) system
- Coordinated corporate participation in over 20 regional and national tradeshows annually, with booth size ranging up to 3000 sq.ft., as well as numerous conferences, seminars and training courses
- Recognized for having the most positive impact on company during first year of employment

S-S TECHNOLOGIES, Calgary, Alberta
Marketing Assistant

Jan 2001 - Jul 2001

- Provided marketing support functions including marketing and public relations communications, tradeshow management and market research.

ADDITIONAL EXPERIENCE

Guest Speaker for University of Calgary B2B Marketing Class – Tradeshow Marketing

Strategic Advisor to the Calgary Educational Partnership Foundation – Online and social media expert – Initiative received 2011 Alberta Solicitor General and Public Security Crime Prevention Award

Volunteer Presenter for Online Safety Week – Presented to groups of up to 300 students about managing their online presence and cyber-bullying

Blogger for SocialCritters.com – Discussed current social media, marketing and communications trends

Instructor for Chinook Learning Services – Designed and taught two day hands-on digital scrapbooking course using Photoshop Elements

EDUCATION

UNIVERSITY OF CALGARY - HASKAYNE SCHOOL OF BUSINESS, Calgary, Alberta

Business Essentials Program (Promoted by U of C as a “Mini MBA”) **2010 – 2011**

Developed Customer Relationship Management roadmap for Axia as final course project; included current state analysis, definition of CRM objectives, detailed gap analysis and recommendations

CANADIAN MARKETING ASSOCIATION, Calgary, Alberta

E-Marketing Certificate (with distinction) **2010**

SOUTHERN ALBERTA INSTITUTE OF TECHNOLOGY, Calgary, Alberta

Marketing Certificate (4.0 GPA) **2004 - 2008**

PROFESSIONAL DEVELOPMENT COURSES

- Social Media Strategy
- Page Layout and Design
- Photography
- Media Relations
- Sales and Presentation
- Dale Carnegie

Lifelong commitment to ongoing professional development.

TECHNOLOGY PROFICIENCY

Graphic Design Software: Adobe InDesign, Adobe Photoshop, Adobe Illustrator, Inkscape

Productivity Software: Microsoft Office, Outlook, Word, Excel, PowerPoint, Sharepoint

Video Production Software: Final Cut Express, Adobe Premiere Elements, iMovie, Camtasia Studio

Content Management Software: Adobe Dreamweaver, Microsoft Expression Web, DotNetNuke

Internet Technologies: HTML, e-Commerce, Google Analytics

Social Media Expertise: Facebook, Twitter, LinkedIn, Instagram, Pinterest, HootSuite, Blogger, Wordpress