

# ALISON TIMUSK

I have been a Marketing and Communications executive in the fields of advertising and publishing for two decades.

## WORK HISTORY

### **Timusk.com, Toronto - Marketing & Communications Consultant**

(December 2001 – August 2004)

Partner in a company specializing in Internet and communications consulting. Clients range from small not-for-profit organizations to an international energy company.

- Web development from architecture to execution
- Web content development, including writing, design and layout
- Freelance project management
- Freelance writing
- Administration of the business

### **WeddingChannel.com, Los Angeles - Marketing Director, *WeddingBells* (U.S.)**

(April 2001 – December 2001)

Working from Toronto-based offices, managed consumer and trade marketing and advertising for a national American magazine with eight regional editions.

- Liaised with the parent company and new owners to ease the division of the company for approximately 100 staff, most of whom were long-time employees working as a cohesive team. Secured office space and coordinated the move of approximately 30 staff.
- Contributed to the re-branding of WeddingBells into a co-brand with WeddingChannel.com, an aggregate wedding registry website backed by Tiffany & Co., Neiman Marcus, Crate & Barrel, Pottery Barn, Williams-Sonoma, Federated Department Stores (Macy's, Bloomingdale's) among others.
- Contributed to the growth and success of the magazine as part of the Management Team
- Directed participation at national trade shows across the United States.
- Directed participation in consumer events in the regional marketplaces including public appearances in Washington, Miami, New York, and Sherman Oaks and producing high-end fashion shows in San Francisco and Newport Beach.

### ***WeddingBells*, Toronto – Marketing Director, North America**

(September 1998 – April 2001)

Based in Toronto, directed the marketing and corporate communications of a Canadian national magazine and an American national magazine with a combined 20 regional editions and a companion website, weddingbells.com.

- Directed marketing aspects of the American launch in 1999 including advertising promotions and events in major U.S. cities.
- Directed consumer marketing through advertising, promotions, p.o.p. materials, events, public relations), to support and grow a circulation of more than one million copies annually
- Managed business-to-business marketing to more than 1500 retail partners across North America including advertising, promotions, events, sales materials, plus added-value and contract services.
- Managed trade marketing directed at national partners, advertising wholesalers and distributors, including advertising, promotions, sales materials, trade show participation, events, and co-operative advertising and marketing strategies.
- As part of the Management Team that strategized and directed the growth of the company, managed internal corporate communications for North America operations with sensitivity to American and Canadian perspectives.
- Directed public relations campaigns targeting national and regional media in both Canada and the United States including attaining executive interviews on ABC's *The View*, CBS' *The Early Show*, and CTV's *Canada AM*, as well as coverage in *U.S. News & World Report* and other national and local media. Acted as company spokesperson.
- Directed a number of corporate events in regional markets each year including a cross-Canada tour celebrating the 20th anniversary of *WeddingBells* Canada, the largest magazine in Canadian history with more than 700 pages.
- Directed consumer research including extensive surveying of readers and web users, and analyzed company research, industry data, and Canadian and American government statistics.

### **Zeppelin Communications & Design, Toronto - Account Manager**

(November 1996 – August 1998)

Hired as a specialist in Local Area Marketing, I developed a new department at this dynamic boutique agency.

- Directed the development of a comprehensive local area marketing program supplying strategies, administrative solutions, and creative materials for national companies with regional needs. Clients included Scotiabank's 1200 domestic branches, Scotiabank International's Caribbean and South American branches, and TD Greenline's marketing department.
- Directed the development of advertising creative and promotions for a number of Labatt's national brands including Blue, Wildcat and Alexander Keith's, as well as regional Western brands such as Club and Lucky.

- Worked with local charities including Sick Children's Hospital and Mount Sinai Hospital on the fundraising exhibit, Diana's Dresses.

### **Owl Communications, Toronto – Marketing Coordinator**

(October 1992 – October 1996)

Provided marketing expertise to a not-for-profit company producing children's magazines, books and television.

- Managed press releases of books and public appearances of authors
- Managed consumer and trade events promoting the Owl brand
- Assisted the television production department with the development, casting, and focus group testing of pilot projects.

### **WeddingBells, Toronto – Promotions Manager**

(July 1990 – October 1992)

Strategized, created, developed, sourced and produced national and local promotions at the manufacturer, retailer and consumer levels.

- Directed company participation in over 100 consumer shows annually across North America
- Secured prize sponsorships, managing contest legalities
- Collaborated with circulation department on WeddingBells distribution, newsstand promotions and circulation audit.
- Assisted editorial department with studio and location photography shoots including the preparation of customs carnet documents for international shoots in Europe and the United States, and coordinating models, crew, and materials.
- Assisted the editorial team with researching, writing, fact-checking, editing and photo acquisition.

### **WeddingBells, Toronto - Traffic Manager**

(November 1988 – June 1990)

Trafficked advertising material for more than 900 national and retail advertisers for *WeddingBells*, a unique semi-annual publication with 12 regional editions totaling 1200 pages per issue.

- Managed graphic artists in the production of advertisements and page layout.
- Slotted page impositions and managed the flow of both advertising and editorial material to service bureaus and printers.
- Performed press and bindery approvals at Canadian printing.
- Researched new suppliers and technologies to reduce costs and/or increase productivity.

### **Capital Guide Publishers, Ottawa – Project Manager**

(January 1988 – July 1988)

Managed the contract publishing projects of a tourism magazine in the nation's capital. Including producing the National Capital Commission's premier newspaper for Gatineau Park.

### **WeddingBells, Ottawa – Production Coordinator**

(1984 – 1988)

As one of the original staff of WeddingBells magazine, launched the publication in Canada in January 1985. Through the vision and direction of the publisher, and the dedicated efforts of the small staff, the magazine quickly garnered market share and succeeded in turning a profit in its first year.

## **EDUCATION**

- University of Toronto (2004-present), presently pursuing a B.Ed. Courses include marketing, data processing and gifted education.
- University of Toronto (2002-2003) Courses taken for interest include anthropology, art history, and socio-cultural anthropology. Maintaining 3.7 g.p.a.
- Carleton University (1980-1984), Bachelor of Arts in Psychology. Marketing career-related courses included journalism, mass communications, French and English.

## **ADDITIONAL SKILLS**

- Skilled presenter and public speaker.
- Spoken and written French considered second-level bilingual by Canadian government standards. French reading comprehension at the first level.
- Knowledge and interest in emerging technologies.
- Knowledge cross-platform publishing and communications software.

## **REFERENCES**

References are available on request