

Early Career Program Rotations for Marketing and Business

Canadian Marketing

- Designed, created and populated an Access database of service contacts to analyze and improve pricing strategy
- Refined and rolled out a new process for Canadian accounts; presented new process to Canadian management and organization
- Collaborated with Finance team to determine the profitability of key accounts

Industrial Marketing

- Interviewed product specialists to document the life cycles of industrial products
- Researched and developed possible service campaigns
- Compiled contact data for trial campaign and launched a product life cycle service campaign

Lab Marketing

- Researched and compiled an in-depth competitor product analysis
- Created and implemented cross-marketing promotional materials
- Further defined market segments and collaborated with team to create targeted campaigns
- Assisted in developing strategies for marketing literature and development

Marketing Communications

- Worked with internal "customers", the marketing teams, and external vendors to execute campaigns/activities of multiple mediums
- Managed the process of developing a campaign, from the start to finish
- Served as a committee member for key marketing events/trade shows

Retail Marketing

- Managed the development of new service marketing collateral
- Prepared marketing materials to launch a campaign focused on solutions for targeted customers; created customer mailings, telemarketing scripts and email campaigns
- Developed introductory sales presentations based on the industry's performance and characteristics

Strategic Accounts Marketing

- Conducted market research on multiple industries through internet research and interviews of executives
- Collected, organized, and presented research findings to shareholders of the company
- Participated in a product launch and assembled distributor product packages
- Attended tradeshows, composed value stories and performed product demos