

Sherree Elm

MARKETING DIRECTOR

Edmonton, AB

info@selm.ca
office

Education

Marketing Diploma, With Honors

NAIT

Edmonton, Alberta
2001 - 2003

Digital Publishing

NAIT

Edmonton, Alberta
2007 - 2007

Web Design and Usability

NAIT

Edmonton, Alberta
2007 - 2007

Commercial Photography

Kelby Training

Las Vegas, California
2008 - 2008

Experience

Marketing & Sales Director

Leduc, Alberta
2016 - 2019

Merchant Machine Tools Inc.

Launching a new start up with design and build of internal systems and marketing strategies including: Designing brand, logo and all marketing materials, Building, designing and maintaining website, Setting up and managing internal systems, Customizing database to meet workflow efficiency including CRM, Inventory management, Quoting system, Marketing and emailing systems, Lead management, Integrate systems for single entry, Write and design reporting for vendor presentations, Leading weekly operations meetings, Providing support to and holding accountable the sales team, Reporting, Content creation, Management and execution of all marketing strategies, Management and execution of email campaigns.

Marketing Director

Edmonton, Alberta
2013 - 2019

BFG Machine Tools Inc. / Merchant Machine Tools Inc.

Creating and executing business model and marketing strategies including: Market research, Establishing best practices, workflow and business management, Building client database, Establishing corporate image, Designing logos, business cards, advertisements and print marketing that meet creative goals, Website build and design, Manage multiple websites, Photographing commercial projects and events, Photo Enhancing, Business writing.

Managing Editor

Edmonton, Alberta
2009 - 2011

Merge Magazine

Publishing a monthly community magazine including: Defining and executing marketing strategies, Managing story content and photography production, Managing a team of writers, photographers, editor and graphic designer, Creative Direction of publication layout, Proofing and collaborating with printers, Establishing and maintaining distribution, Creative concept and management of online social media as a marketing tool, Organizing and executing special events and promotions, Engaging and building relationships with different community and non-profit groups, Networking, Maintaining business relationships, Researching local businesses and community programs, Establishing an online presence, Photographing, Business writing, Business building and management, Representing at special events.

Project Manager for Digital Media

Edmonton, Alberta
2009 - 2011

Coventry Homes

2011: Contracted to create and manage the production of YouTube and Website promotional videos including: Writing, Scripting, Casting, Props, Wardrobe, Sets, Legal, and Directing, Hiring and Directing of Videographer and Audio producer.

2009: Photography of branding images including: Casting, Set, Wardrobe, Legal and Final Image Enhancement.

Marketing Manager

Edmonton, Alberta
2009 - 2011

AutoCanada/Sherwood Park Toyota

Analyse current business and marketing practices including:
Defining and implementing efficient workflow, Defining necessary training to meet marketing and sales goals, Defining and implementing practices to measure employee performance and marketing efforts, Compiling marketing reports, Developing and executing branding campaigns and marketing strategies, Managing the design and distribution of email campaigns for twenty-three dealerships, Organizing and executing special events and promotions, Managing online social media as a marketing tool.

Director

Sydney, Australia
2005 - 2007

ComFree Private Sales

Initial launch of the Sydney ComFree franchise including:
Developing and executing branding campaign and marketing strategies, Coordinating the design and distribution of marketing materials, Establishing initial client base, Ongoing sales, Ongoing customer care and management, Establishing and maintaining distribution of publication, Publication layout and design, Media purchasing, Maintaining business relationships, Networking, Organizing and executing special events and promotions, Advertising sales, Business building and management, Design and development of training manuals, Training, Researching, Administrating.

Owner

Edmonton, Alberta
2003 - 2003

Bison Direct

Selling wholesale Bison Cuts to a niche market including:
Organizing and executing special events and promotions, Managing customer database, Researching, Designing print ads, Administrating, Managing logistics, Purchasing animals, Tracking inventory, Building business relationships within the industry.

Volunteer

Athletes in Action

Website design and basic maintenance, Design of athletic apparel, Photography, Video production, Media Race coverage.

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