

Nelia Medeiros

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A proven leader with 18 years of experience in driving business through integrated marketing strategies. Passionate, enthusiastic, and thrives on developing marketing plans that take ideas from concepts to profitable results.

HIGHLIGHTS OF QUALIFICATION

- Over 20 years Office experience
- Both PC and Mac Platforms
- Advanced Knowledge in Microsoft office applications, Adobe Photoshop CS5, Adobe Illustrator CS5, Adobe Indesign , Macro media Director 7.0, Quarkxpress, 3D Studio Max, HTML, Adobe Premier, DeltaGraphic 5, Adobe After Effects, Business Vision , Spire and Wordpress.
- Excellent interpersonal skills and team player
- Energetic and self-motivated
- Quick problem solver
- Fluent in Portuguese
- Excellent supervisory skills
- Excellent organizational, time and self-management skills

PROFESSIONAL EXPERIENCE

2007- Present Full-Time

Jamac Sales Ltd.

Marketing/Advertising Manager

- Developing new marketing concept.
- Creating & maintaining Website, developing database and Marketing materials.
- Manage Social Media sites
- Planning & initiating Trade Shows
- Creating & planning Marketing & Sales Strategies.
- Creating all print promos, eg. Flyers, brochures, catalogues and advertisements.
- Working with outside agencies & platforms.
- Working with IT Technician providing IT support to all users.
- Providing training for all staff on hardware and software
- Working alongside sales representatives to maximize sales volume.
- Act as an effective liaison between Business Segment clients and the various services they need (advertising, collateral, direct mail, market research, featured service promotions, etc.)
- Accounts Receivable responsible for the training of new A/R personnel on Spire as well as assisting with Accounts payable, maintaining the general ledger, printing and distributing monthly financial reports , posting all cheques received and reconciling all accounts.
- Ordering all supplies for Office.

2006 Contract**Unilock****Marketing Coordinator/Graphic Designer**

- Assistant to the Director of Marketing
- Development and implementation of all print advertising for Unilock (Advertisements, Brochures and other promotions materials) for all 9 Unilock Divisions
- Promotional and Stationary items – selecting, ordering and creating required artwork for internal promotional pieces (shirts, mugs, hats and other items and all stationary items cheques, letter head envelopes and also po's).
- Work with Ad agency to create the media schedule, negotiate the rates, prepare the deliverables and execute. Follow-up and measure the advertising campaign using print and online methods.
- Coordinating photography of company products
- Selection of and coordination with printing companies

2005 Contract**Astley-Gilbert Reproductions****Marketing Coordinator/Art Director**

- Provide executive administrative support to the Chairman, President and Manager of Client Services including: letters, proposals and other administrative tasks
- Meeting Co-ordination (internal and external) and events including: advising participants, distributing agendas, reserving meeting rooms, arrangement of audio-visual equipment, as well as travel and hotel arrangements
- Event Co-ordination – organizing and co-ordinating internal special events. Locating suppliers, venues, for events such as: annual holiday party, company picnic, BBQs, AGR Open House and/or client appreciation
- events. For events such as Open House, this includes: catering, scheduling of the days events, promotions, media and give-aways.
- Mailings – organizing, co-ordinating and printing of labels/envelopes for mailings such as: Christmas Cards, open house invitations, client 'thank-you's', etc.
- Stock Maintenance – maintenance of various sales literature stock
- Expenses – Preparing, tracking and filing of various expenses.
- Maintaining and updating the company website
- Complete direct mail campaigns on a defined and regular basis
- Internal document creation – creating various internal documents on an ongoing basis. Documents vary from Word, to Quark, to Acrobat. Examples: credit applications, fax forms, memos, client update forms, etc.
- Trade Shows – organization, development, planning and co-ordination of various trade shows. Creation and development of all artwork pertaining to the booth. Creation of additional signage and promotional materials for trade shows. Set-up and/or organization of set-up and tear-down. Ordering all required elements (electrical, booth space, printed material, signage, material handling, etc.). Organization of badges and registration of all participating staff. Functioning as liaison between show coordinators and Astley-Gilbert. Creating any required advertisements for various show guides, directories and publications.
- Logo and Files – Answering various and logo and file requests from clients, media, agencies. Creating additional logos as requested.
- Promotional items – selecting, ordering and creating required artwork for internal promotional pieces (shirts, mugs, hats and other items).
- Creating graphics for clients business cards, brochures, stickers, website etc.

2002-2005 Full Time

Robotic Systems Design & Service Inc.
V.P of Marketing

- Responsible for creating annual or biannual strategic and tactical marketing plan
- Conduct and analyze market research to determine risk and marketability of potential products and product features. Supply information to appropriate personnel.
- Responsible for competitive analysis, strategies and tactics
- Work with Ad agency to create the media schedule, negotiate the rates, prepare the deliverables and execute. Follow-up and measure the advertising campaign using print and online methods.
- Ensure we have substantial qualified leads for direct sales. These can be gathered through direct mail campaigns, trade shows, the Web site, and qualified list acquisition
- Development and creation of all marketing literature and collateral; Public Relations, press releases and corporate communications including advertisement placement; coordination of Trade Show attendance; and provide assistance in the preparation of sales proposals and presentations.
- Executive Administrative Assistant duties included typing correspondence, memorandums, Spreadsheets, answering all calls for the president, scheduling meetings/Appointments and checking all email and responding also extensive client liaison and contact, travel, accommodation and itinerary arrangements, electronic calendar maintenance, setting up client presentations Booking and making all arrangements for trade shows and any promotional events
- Entering and keeping all data in Access data base up to date
- Design company logo and business cards

May 2000-Sept 2004

Rap Consulting Bigwin Island
Advertising Marketing Coordinator

- Design all Advertisements eg. Newspaper, magazine
- Prepared all Marketing material including budget
- Assisting Controller
- All Administrative Assistant duties
- Executive Assistant duties for President, preparing correspondence, memorandums, checking email and scheduling all appointment

EDUCATION

International Academy of Design,
Multi Media Design Toronto, Ontario

Seneca College
Business & Marketing
Toronto, Ontario

Central Commerce High School Toronto,
Ontario

References available upon request