

Key Competencies

- ▶ Strategic marketing and business development, specializing in digital media and communications
- ▶ Proven leader, delivers results
- ▶ Recognized for team building, innovative ideas, creative talent
- ▶ Excellent project management skills; delivering on-time, in scope and within budget
- ▶ Broad industry experience including public and private sector, education, retail, high tech, not-for-profit, travel, tourism and hospitality

Professional Experience

2007 to present

**Director, Walt Nicholson Marketing and Communications
Victoria, British Columbia**

- Marketing, communications and digital media consultancy
- Project management, communications and business development
- Social media marketing strategies and programs
- Internet marketing strategies (website and viral marketing tools)
- Traditional marketing programs and promotions
- Industries served:
 - Retail, real estate, agricultural, healthcare, tourism and publishing

Partial client list:

- **Daily Splice Technologies, The Newport Institute, National Geographic IMAX Theatre, Bear Mountain Master Partnership, The Aerie Resort, GA Vantreight and Sons, Pacific Coast Dental, and BC Ferries**

2007 to 2009

**Business Analyst, IBM Canada (contract)
Victoria, BC**

- Led a key project initiative to review and improve external customer satisfaction measurement on a \$150M account
- Delivered new analysis tools and improved customer understanding of data
- Conducted reviews of service delivery teams
- Mapped critical business processes for service performance and efficiency

2002 to 2005

**Marketing Consultant, WN Enterprises
Victoria, BC**

- Marketing, communications and digital media consultancy
- Communications and business development
 - Opportunity Development and Analysis
 - Marketing Strategy and Business Transformation
- Developed and executed marketing programs and promotions
 - Branding / Positioning
 - Campaign Development, Media Planning and Graphic Design
 - Market Research and Publishing
 - Event Production
- Industries served:
 - Transportation, retail, public sector, non-profit and business services

Partial client list:

- **BC Transit, Tartan Public Relations, Ocean River Sports, The Reger Group, The Government of Canada (HRDC), Seacoast Communications, Admiralty Leasing, YM/YWCA of Greater Victoria**

1999 to 2001

Director of Marketing, Director of New Media, Director of Promotions (Concurrent)

Seacoast Communications Ltd., Victoria, BC

- Developed and managed corporate branding, visual identity and Internet presence for a new FM radio station
- Generated new non-traditional revenue from non-traditional sources (online broadcasting and website)
 - Over \$100,000 in revenue before the station began broadcasting
- Negotiated sponsorship agreements with events and organizations
- Managed the station's promotions team (over 20 volunteers and staff)

1990 to 1999

Marketing Manager, Tesseract Software Ltd.

dba CompuSmart Victoria, Victoria, BC

- Helped build the company from \$5 million in annual revenue to \$22 million.
- Managed and created all marketing activities including advertising (print, radio, television, Internet, POS, etc.)
- Responsible for coordinating partnerships, sponsors and suppliers
- Corporate spokesperson, public relations, tradeshow, and direct-to-client sales and promotion programs

Education

Master of Business Administration	Major: Management Consulting Royal Roads University <ul style="list-style-type: none">▪ 2007 MBA Leadership Award Recipient▪ 2007 MBA Chancellor's Award Recipient (highest academic performance in the program)	2007
Associate of Arts Business Administration	Major: Marketing Camosun College, Victoria, B.C. <ul style="list-style-type: none">▪ Marketing Excellence Award,▪ President, Business Students Association	1990

Featured Community Leadership

Victoria Hospitals Foundation

- Visions Gala Fundraiser (Event committee 1998 to present) – 2009 Event Chair
 - Sold out event raised over \$370,000 in 2009

Camosun College Foundation

- Foundation Board of Directors (2003 to present) – Board Member (Co-Chair, Finance Committee)
 - Responsible for directing Foundation's portfolio (\$9+ million)

Victoria Symphony Orchestra Society

- Bell Victoria Symphony Splash (2003) – Event Co-Chair
- Negotiated event's 'presenting sponsorship' program (generated over \$40,000 in new revenue)

References Available Upon Request