





Karen Wren

Senior Marketing Professional

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karenmwren 

I'm a passionate and results-oriented Senior Marketing Professional with over 20 years of client and agency side experience delivering integrated, revenue-generating marketing programs for products and services in a diverse range of industries. I develop optimal marketing strategies with detailed plans and budgets, based on strong knowledge of the market, target audiences and key industry stakeholders.

EXPERTISE AND TECHNICAL SKILLS

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|----------------------|-------------------------------|----------------------------|
| • Brand Development | • Digital Marketing | • Microsoft Office Suite |
| • Strategic Planning | • Email Marketing | • Google Ads & Analytics |
| • Account Management | • Media Planning & Buying | • MailChimp, SurveyMonkey, |
| • Budget Management | • Market Research & Reporting | Hootsuite, Eventbrite |

PROFESSIONAL EXPERIENCE

Director of Marketing / The International Centre

July 2010 – March 2021

Accomplishments

- Successfully created and launched a new revitalized brand identity and strategy, improving the company's competitive market position and brand awareness; achieving YOY revenue growth for the last 8 years.
- Increased digital advertising CTR by 92%, resulting in increased high-quality lead generation by 86%.
- Grew website's number of sessions per user by 11.7%, triggering increased online event space enquiries.
- Improved client engagement by attaining above industry average open rate for targeted email campaigns of 46%.

Key Responsibilities

- Oversaw the company's brand management by supporting and reinforcing the value proposition with relevant audiences and partners, focusing on improving brand awareness and growing revenue.
- Developed and implemented marketing strategies with clear KPIs, budgets and timelines for a variety of brand activities including traditional and digital marketing, email marketing, sales collateral, tradeshow, event sponsorships and public relations; ensuring messaging was consistent with overall brand strategy and positioning.
- Conducted market research and evaluated customer data, current market conditions and competitor information to propel data-driven decision making.
- Led and managed external vendor relationships to ensure contractual obligations were delivered and executed.
- Led and mentored the marketing team by facilitating open communication, encouraging employee growth and development, and giving and receiving feedback to inspire strong performance.
- Member of the Senior Leadership Team; collaborated with C-suite and team members to develop long-term strategic plans for the facility and its services.
- Led the project management for the strategic business assessment of the Toronto International Design Centre, a privately held division of The International Centre; created a foundation for the identification of viable strategic business options for the Design Centre.

Account Director / Scott Thornley + Company (STC)

October 2004 – July 2010

Accomplishments

- Led the strategic planning, positioning and marketing for the largest project in **The Remington Group's** history – the launch of *Downtown Markham*, a 243-acre mixed-use development, comprised of residential, commercial and retail properties. The successful launch resulted in the first phase of townhomes and condominium buildings selling out in one weekend.
- Led the strategic rebranding development for **Niagara College**. Rebranding included focus group interviews, competitive market analysis and the development of marketing collateral, website design, advertising campaigns and new wayfinding signage; the new identity resulted in a 10% increase in student enrolment.
- Led the strategic planning and project management for the **Ontario Association of Children's Aid Societies'** Public Engagement Campaign. Campaign included one-on-one stakeholder interviews, website design, TV, radio and print advertising. The campaign was widely endorsed by Children's Aid Societies' executives and member agencies.

Key Responsibilities

- Planned and executed integrated marketing and communication strategies as the senior lead for high-profile clients across North America.
- Developed and managed client contracts and SOWs, budgeting and financial tracking, scheduling, creative briefings and reporting to facilitate the achievement of clients' campaign goals and objectives.
- Mentored junior team members, facilitated training of new hires, and took an active role in enhancing and redefining internal processes as they related to the quality of operations and delivery.
- Led the development of new business proposals, including federal & provincial government RFPs that resulted in the acquisition of high revenue-generating clients.

Account Manager / Yield Branding

September 1999 – October 2004

Accomplishments

- Led the development and implementation of **Country Style's** marketing initiatives to drive up their sales per visit; included the development of TV and radio campaigns, national contests and in-store POS materials.
- Managed and implemented **York University's** new brand positioning including the development of a high volume of enrolment and course materials.
- Managed and executed **RE/MAX's** national brand awareness campaign including the development of TV, radio and print advertising.

Key Responsibilities

- Led and managed client marketing and communication campaigns in print, broadcast and digital media.
- Provided account management support in the development of creative briefs and presentations, contracts, budgets, production schedules, status reports and assisted in the strategic development process.

EDUCATION

YORK UNIVERSITY

BA, Mathematics for Commerce

CERTIFICATIONS

CANADIAN MARKETING ASSOCIATION

Brand Communications Course

IAB CANADA

Mobile, Social Media and Integrated Digital Marketing

INSTITUTE OF COMMUNICATION AGENCIES

Writing that Gets Results Seminar
Introduction to Advertising Course

LINKEDIN LEARNING

Google Ads, SEO and Google Analytics Essential Training