

PAULA HAYKIN, AOCAD, B. COMM.

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*Experienced senior marketing communications, brand and advertising professional
who thrives working in fast-paced, entrepreneurial, mid-sized organizations.*

✦ RELEVANT SKILLS & EXPERIENCE ✦

Research & Consumer Insights:

- Skilled in researching, preparing and managing primary and secondary research to define customer attitudes and expectations, and track industry competitors and trends.
 - *Ex: Planning, management and execution of several in-person client research events and 11 online research events or consumer webinars in 2020 at Farber.*

Creative Development & Design:

- Decades of experience in design, art direction and print production, built on a past career and education as a designer.
 - *Ex: Designer of many of Farber's current print, mass media and online marketing communications including preparation of numerous yearly mass media campaign creative concept presentations for management.*

Online & Traditional Marketing:

- Management from concept to production of mass media (OOH/Transit/Radio/TV) and digital campaigns (display/programmatic/Connected TV/experimental online advertising media)
 - *Ex: Manage the execution of the annual media plan with agency for Farber's recurring yearly mass media campaigns.*

Campaign Management:

- Management and direction of media and creative agencies including creative briefing, campaign and media reviews, creative direction and financial/budget management.
 - *Ex: Day-to-day management of media agency at Farber and advertising agency at Homeequity Bank.*

Branding:

- Participated in many corporate rebrands as both a designer and corporate marketing manager, including developing brand standards guidelines and overseeing new brand applications via internal and external parties.
 - *Ex: A key driver of the 2014 rebrands of Farber and its sister companies, Farber Tax Solutions and Farber Tax Law.*

Department & Project Management:

- Excellent project manager adept at turning complex marketing work requirements into simple repetitive processes.
 - *Ex: Set up and ran the project management process for a marketing department of 20 people at Sentry Select Investments.*

Team Manager:

- Experienced manager of small internal employee teams, including staffing, coaching, mentoring, performance reviews.
 - *Ex: Temporarily managed the Contact Centre at Farber. Managed three designers in the U.S. division of Manulife Financial.*

Written, Verbal Skills and Content Management:

- Experienced writer/editor in B2C advertising, B2B promotions, a wide range of online and offline communications, and PR.
 - *Ex: Wrote the Consumer Insolvency brochure, the Farber Tax Solutions brochure, and the Content Management Plan at Farber.*

Analytical Skills, MarTech & Budgeting:

- Proficient in analysis of profitability, ROI and lead generation using Excel, agency reports, Google Analytics and PowerBI.
 - *Ex: On going analysis of marketing campaign results, coordinating the development of the Marketing Mix Model, managing the budget for three LOBs at Farber.*

✦ CAREER HISTORY ✦

A. FARBER & PARTNERS INC. (Part of Farber Financial Group)

Sept. 2014 – to-date

Marketing Manager

- Strategize, conceive, plan, project manage, brand and execute marketing communications, campaigns, advertising and media for three LOBs (personal insolvency, tax law and tax dispute resolution)
- Worked with former CMO to develop marketing strategy and annual marketing plans in conjunction with senior management
- Day-to-day contact with media agency to plan and execute a variety of traditional and online marketing campaigns
- Work with external brand/advertising/media/digital agencies, social media specialists, designers, contractors and print suppliers to execute traditional (print, radio, OOH, TV) and online (PPC, programmatic display, Connected TV, social media, video) tactics
- Track and measure effectiveness, engagement, awareness, lead generation and ROI using Excel, Google Analytics and PowerBI

- Conduct industry and competitive analysis, and participate in consumer research projects, conducted in house and with professional research firms, to uncover consumer insights using online surveys, and in person and online research groups
- Build and day-to-day management of marketing budgets for three LOBs
- Temporarily managed a Contact Centre of five, focusing on quality control standards and performance management.

HOMEQUITY BANK

Oversight Functions and Risk Management Specialist

Feb. – June 2014

- Multi-faceted role delivering projects and tasks in privacy, risk management and compliance.

Project Manager, Privacy

July 2012 – Feb. 2014

- Planned, developed and implemented new corporate privacy program, with an emphasis on management structure, program and policy documentation, and the operationalization of privacy, including writing the corporate privacy policy, internal policies and procedures, developed training with an external privacy lawyer
- Planned, wrote and managed to completion the public privacy website and internal privacy intranet site.

Marketing Manager, Advertising & Communications

May 2011 – July 2012

- Responsible for mass and segmented consumer marketing with an emphasis on lead generation
- Manage daily ad agency relationship to conceive and produce email, DM, print campaigns, direct response TV, PPC and display ads
- Initiate and prepare creative briefs/project plans and manage advertising and communications projects
- Manage, write content and update the consumer website via a content management system and basic html
- Monitor/analyze results, via Google Analytics and agency media reports, to prepare/present a weekly report to management
- Assist with managing the marketing budget and prepare quarterly spend analysis.

INVESCO TRIMARK

Nov. 2009 – April 2011

Senior Marketing Program Manager

- Cross-functional brand team member responsible for marketing communications for two mutual fund brands
- Prepare marketing plans and present to senior marketing management and the Strategic Management Committee
- Write marketing communications plans and creative briefs to develop digital communications and printed materials
- Project manage marketing tactics from initial concept through to finished piece by utilizing resources including in-house colleagues, web and print designers, translators, external print and digital media vendors and ad agency
- Research, write and present to management the proposal for the company's first ever AdWords campaign.

BANK OF MONTREAL

Mar. – Sept. 2009

Manager, Marketing

- Part of a team that developed launch and campaign material for a new credit card targeted to affluent consumers.

FRANKLIN TEMPLETON INVESTMENTS CORP.

2008 – 2009

Senior Associate Product Manager

- Developed and implemented various marketing tactics and the competitive analysis for mutual fund brands.

SENTRY SELECT CAPITAL CORP.

2006 – 2008

Project Manager, Marketing

- Set up and managed the marketing project management system and processes for a mid-size marketing department.

TYCO SAFETY PRODUCTS CANADA LTD. (Commercial/Personal Physical Security and Fire Systems)

2004 – 2005

Marketing Program Manager

- Conceive, develop, budget and execute worldwide product and brand campaigns in all types of media
- Research, write and implement the media/advertising plan and negotiate and purchase advertising in North America/EMEA
- Write and implement creative briefs, campaign plans and the advertising and PR sections of the marketing plan
- Project management/print production of the product catalogue in five languages (English, Chinese, French, Spanish and Portuguese) in metric and imperial sizes, working with suppliers in Canada, China, Latin America and Europe
- Public relations contact, write, distribute press releases, product previews, corporate backgrounders, media kits
- Manage media relations, respond to press inquiries, arrange press interviews, track and report on media coverage.

DESIGNER

Prior to 2005

- Designer in studios/ad agencies/in-house departments (Manulife Financial) producing print, direct mail, advertising, packaging, retail graphics and tradeshow environments for clients such as Hostess, Sobey's, Shoppers Drug Mart, Crabtree & Evelyn (England)
- Developed a cosmetics packaging program that won Shoppers Drug Mart a Packaging Association Merchandising Award.

✦ EDUCATION & PROFESSIONAL DEVELOPMENT ✦

Currently enrolled in the Ministry of Municipal Affairs and Housing's (MMAH) **House 2012** program, working towards designation as an "**other designer**" under the Ontario Building Code

LinkedIn Learning Path, **Become a User Interface Designer** - 2020

Seneca College, **Web Optimization Analyst R.O.A.** (HTML/Google Analytics/AdWords/SEO/SEM/Social Media) - 2013

Ryerson University, **Bachelor of Commerce**, (Management & Enterprise Development) - 2002

Ontario College of Art & Design (AOCAD), **Communication & Design** (Graphic Design) - 1996