**Karen Sabreena Outar PMP, MBA**

**MARKETING MANAGER, STRATEGIC LEAD AND OMNICHANNEL MARKETER**

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**Profile:**

A strategic marketer and project manager with an entrepreneurial spirit who has a proven track record of driving profitability and execution. A marketing manager looking for the opportunity to innovate and lead change through strategic thinking and strong project management skills.

**Competencies:**

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| * Project Planning | * Drive execution | * Integrated Marketing |
| * Relationship management | * Content curation | * Business Analysis |
| * Print Production | * Strategic Marketing | * Market Research |

**Professional Experience:**

Scotiabank

**Manager, Product Marketing Strategy (2019 – June 2020)**

Strategize, develop, plan, and manage Scotiabank's integrated omnichannel credit card marketing campaigns to drive measurable new customer acquisition and direct employee engagement. Campaigns supported the Scotia Momentum Visa Infinite card and Scotiabank Passport Visa Infinite cards in a mass marketing campaign format, including digital channels like display, paid social, paid search, and affiliates. Channels also include traditional media like commercials and in-branch signage, to name a few.

**Achievements**

* **Achieved a cost per application of $251 at the time of the Scotia Momentum Visa Infinite card COVID-19 campaign pause; the goal was a CPA of $170**
* **Delivered a 61% application complete rate at the time of Momentum campaign pause, with two months left in the campaign**

Contributions include:

* Demonstrated leadership while driving a customer-focused culture throughout the cross-functional team to deepen client relationships and leverage broader Bank relationships, systems and knowledge
* Accountable for development, deployment and measuring marketing and communication strategies to drive product awareness and consideration in support of sales targets for (Portfolio) products.
* Leveraged deep consumer and product expertise, key marketing levers to effectively position and differentiate Scotiabank's products and services amongst key target audiences to support sales targets.
* Collaborated cross-divisionally with stakeholders and partners, supports the development of integrated marketing plans and deploys tactics to drive consumer awareness and consideration of Scotiabank's products. Primary marketing areas of ownership included (but not limited to): broadcast advertising (TV, Radio, OOH, Print) and social and digital marketing.
* Partnered with Acquisition Marketing and Engagement Marketing teams to deliver integrated end-to-end marketing programs, campaigns and experiences.

SelFit Inc.

**Pro Bono Social Media Consultant (2019 – 2020)**

Developed social media strategies, engaged with customers on social networks, fostered the adoption of social media tools, writing posts, monitored the Internet for related topics, generated leads, and reported to the company owner.

Contributions Include:

* Growth in two social media communities; shown a 7.3% increase in followers
* Designed editorial content strategy; curated and segmented editorial content to increase engagement and channel growth; collaborated across teams to identify content
* Developed and executed social media, editorial calendar, SEO and paid search strategy

Liquor Control Board of Ontario

**Marketing Manager (Senior Marketing Planner)/ Marketing Coordinator (2008-2019)**

Supported the Senior Marketing Manager with integrated, omnichannel marketing programs; strategized, planned, project managed, and led fully integrated marketing campaigns. Campaigns included monthly thematic initiatives and seasonal campaigns such as the six-period long extensive Ready to Drink (RTD) promotion with a $2.09M supplier-funded budget.

**Achievements**

* **Delivered 101% sell-through and sales increase of 25.3% YOY for the 2018 Seasonal Rosé Program**
* **Garnered $13.9M in incremental sales to put the Coolers category $12.6M *over* the plan with the CMA award-winning Ready to Drink 2015 Advertising campaign.**
* **Produced an integrated campaign to support Pacific North West wines with a 96% sell-through and increased sales of 86.3% YOY**
* **Project managed and developed a strategy for the integrated advertising campaign for the Canadian release of Game of Thrones wines with a focus on new consumer acquisition, garnering a sell-through of 103% during the first week of the Season 7 premiere**
* **Holistically reviewed the Ready to Drink campaign and produced a post-mortem report that the VP of Marketing shared with fellow provincial liquor boards (SAQ).**

Contributions include:

* Build strategic marketing plans based on customer insights research, LCBO target markets, analysis and trends to deliver measurable sales results and customer engagement for programs.
* Collaborate with internal stakeholders to monitor and review results of the RTD campaign, Rose campaign, seasonal in-store campaigns and activations during planning, execution and after project close.
* Ensure that all marketing initiatives and materials are consistent with LCBO corporate-level objectives and quality expectations at all customers' touchpoints.
* Build out creative and communication plans and briefs, articulating the campaign requirements, and metrics to internal or external creative agencies and partners.
* Strategic liaison with external stakeholders (creative agency, photographers, stylists) to ensure projects are executed smoothly and align with work back schedules and remain on budget
* Work cross-functionally with the In-store communications team to effectively communicate the execution of retail store promotions and external advertising tactics for each campaign produced

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**Professional Designations:**

Project Management Professional Designate; PMP#1777959 Achieved December 2014

Certified Marketing Specialist Designation, Canadian Marketing Association, Toronto ON (2010)

*Graduated with Distinction and certified in each of the following areas:*

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| --- | --- |
| * Integrated Branding | * Digital Marketing |
| * Direct Marketing | * Advertising |

**Education:**

**Master of Business Administration in International Business**

University of Cumbria, United Kingdom. Expected completion in 2021

Certificate in Project Management, University of Toronto-St. George Campus (2014)

**Completed the certification with honours**

*Areas of specialization:*

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| --- | --- | --- |
| * *Foundations of Project Management* | * *Leading Projects in Organizations* | * *Project Implementation and Control* |

**Bachelors of Technology**, Graphic Communications Management, Ryerson University, Toronto ON (2003)

**Minor in Marketing**

**Awards & Recognitions:**

LCBO Sales & Marketing (SMi) Award in Personal Achievement (2014)