**CYNTHIA NKAMICANIYE**



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## STRATEGIC MARKETING & COMMUNICATIONS PROFESSIONAL

Motivated & accomplished Marketing & Communications professional with 15+ years of progressive experience in Traditional & Digital Marketing. Creative leader with the conviction that a successful brand strats from from the inside out and a happy customer starts with a happy team**.** Highly strategic lifelong learner who **never misses an opportunity to grow and elevate others** along the way. **Striking a balance between CREATIVE & ANALYTICAL abilities**, excels in creating **innovative brand-building campaigns** that drive the bottom line. Adept at identifying inefficiencies and streamlining processes to improve quality and reduce costs. Bilingual in English & French.

# SKILLS & EXPERTISE

**Digital Marketing Strategy Content Marketing Loyalty Marketing**

**Social Media Strategy Email Marketing**

**Business Development Creative Thinking**

**Digital-Physical Integration Relationship Building**

**Profit Driven**

**Strategic Marketing & Planning Brand Strategy & Identity Design ROI Measurement & Tracking Budget Management**

**360-Campaign Development**

**PROFESSIONAL EXPERIENCE**

**MAGENTA, Toronto & Johannesburg Feb 2018 - Present Freelance Branding Consultant**

### Launched an independent brand strategy consulting business to help African companies consolidate their position in their respective Markets. Secured clients in Zimbabwe, Burundi and South Africa.

**SABBATICAL (maternity), Toronto, Canada Jan. 2017 – Dec. 2017 Creative Immersion, MarTech Conferences & Trainings**

***Took a year off work for a longed-for creative immersion and to sharpen Digital Marketing knowledge. Attended***

***trainings and conferences covering a number of Visual Communication, User Experience, Martech hot topics, Data Marketing, & Digital Strategy subjects.***

**UPC COMPANY, Bujumbura, Burundi Nov. 2014 – Oct. 2016 Partner, Managing Director**

***Joined this family-owned feminine hygiene products manufacturer to overhaul marketing trends, increase brand***

***awareness, distribution and revenue.***

* Successfully **achieved prior year sales levels in one (1) quarter** by establishing new distribution and promotional strategies and building relationships with distributors and market influencers.
* **Reduced financial costs by 25%** within six (6) months by re-negotiating bank loans and agreements that contributed to a savings of over 15% in monthly obligations.
* **Developed & launched a new product line** to compete with imported brands.
* Developed and executed effective a mass media marketing campaign to increase brand awareness and market share.

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**KRAFT, Toronto, Canada Feb. 2013 – Oct. 2014 National Manager, Shopper Marketing**

### Oversaw Shopper Marketing activities for two (2) national retail customer accounts. Led cross-functional teams in best practices to ensure smooth sales and customer satisfaction.

* Headed the shopper marketing strategy and retail implementation **to achieve $600+ million yearly sales** objective. Business Unit’s sales objectives ofthat included in-store, trade, online, email, and social media components.
* Led agency relations and the campaign process from start to finish including creative briefs, retail customer negotiations, POS material development & post-market evaluations.
* Sat on the Sales Leadership team as the Marketing expert to solidify the relationship between Sales and Marketing.
* Challenged the internal Brand budget allocation process and successfully **negotiated a 200% brand budget increase** for a historically underfunded Business Unit. Gained customer trust by developing programs that address their key business preoccupations (including loyalty program participation) while still achieving internal goals.
* Led, as the Shopper Marketing expert, a brand leadership campaign to revive a portfolio of low-growth brands via a solution-based initiative across all retailers in Canada thereby **gaining $2 million in campaign revenue** vs. prior year.
* Reinvented a key marketing program to feature shopper-focused product solution messaging with strong online and in- store elements, **achieving a weekly sales increase of $500K** and an unprecedented **92% retailer participation** rate.

Collaborated with Insights teams to **establish industry sales data and retailer specific performance metrics** to review after each marketing program, resulting in better business decisions.

**YVES ROCHER, Montréal, Canada May 2007 – Jan. 2013 Director, Marketing & Loyalty, Sep. 2011 – Jan. 2013**

**Manager, Customer Relationship Marketing, May 2007 – Sep. 2011**

### Led all customer focused marketing initiatives including mail and email campaigns for 70+ stores nationally. Promoted after achieving 65% of sales and developing a top-performance team.

* Managed a Marketing budget of $6+ Million to lead nationwide retail marketing including short and long-term planning, award-winning loyalty program, product lifecycle management, creative development, product pricing and promotions, merchandising strategy, and post-campaign analysis.
* Spearheaded innovative loyalty program initiatives and direct marketing efforts that **increased sales by 15%.**
* Achieved **4% over targeted sales growth** by coaching team members to try new loyalty and retention tactics in the midst of a corporate restructuring.
* Introduced in-home sampling, customization and new targeting strategies resulting in **10%+ of increased sales**.
* Successfully developed pricing and visual merchandising strategies to **improve conversion rates by 2 points.**
* Created the first holistic marketing model to make for a unique customer-centric brand experience.
* Led the development of standard and seasonal packaging and POS material with external agencies.
* Conducted primary consumer research including surveys and focus groups to adjust brand positioning.

**OTHER PROFESSIONAL EXPERIENCE:** EXECUTIVE PROMOTIONS, Montréal, Canada, **Account Manager**, 2004

– 2007; CROCS, Inc Montréal, Canada, **Account Manager** 2005-2006; STAUBACH CANADA, Montréal, Canada, **Marketing & Communications Coordinator**, 2003 – 2004; THE REDCATS GROUP, Indianapolis/New York, USA, **Corporate Communications & Events Coordinator**, 2001 – 2003.

# TRAINING, EDUCATION AND CERTIFICATIONS

* **Multi-Media Design & Visual Communication**, Toronto Film School, Canada (2017)
* **Digital Marketing**, BrainStation Toronto , Canada (2017)
* **Social Media & Content Strategy**, University of Toronto, Canada (December 2016)
* **Master of Business Administration**, Marketing & International Business, HEC Montréal, Canada (2009)
* **Bachelor of Science**, Business Administration & Finance, Marian University, Indianapolis, IN, USA (2003)