

LINDSEY MCINTOSH

29 Yachters Lane, Etobicoke, ON.
lindseyjm@gmail.com
416 779 8926

ABOUT ME:

I have a diverse background in promotions, marketing, design, and sports industry. I have worked in the promotional field for the last four years and have been worked as Brand Ambassador to Tour Manager. I understand the value of experiential marketing and feel that I would be a great benefit to the event and would be very excited to work for you and gain some more knowledge. I am also very tech savvy, love the outdoors, and my educational background is in graphic design and marketing. Please feel free to contact me at any time regarding this event! Thankyou for your time.!

EDUCATION:

Bachelor of Design, Minor in Marketing (Ryerson University, June 2008)
Certificate of Fine Arts in Illustration (Ontario College of Art & Design, December 2010)
Valid License & Smart Serve Certified
Emergency First Response Certified
Master Scuba Diver

WORK:

Black Tie Ski - Reservations Coordinator + Ski Tech - 2013 - 2014

Act as guest service agent and accept custom ski rental orders from clients
Organize and execute ski gear rentals appropriate and safe for clients
Communicate positively with demanding clientel in person and on the phone
Effective problem solving and trouble shooting used daily

The Mohan Group - Tour Manager - Annual Contract Position, Winter 2011 and Winter 2012

Execute weekly Alpine Ontario ski tournaments and competition events across Ontario
Representing their main sponsors, Karbon Ski Wear and Swiss Chalet.
Set up and tare down complicated inflatable display with generator, telescopic poles, sound system, games, and other promotional material in the snow.
MC duties at each event to present awards, play trivia games in front of large crowds.
Responsible for driving and overall maintenance of promotional vehicle and materials.

Gearwerx Experiential Marketing - Tour Manager - February 2011- August 2011

Managed Ice Breakers Frost cross Canada promotional tour
Responsible for training and managing 15 Brand Ambassadors across the country. Ensured program quality assurance at festivals, events, and guerrilla style marketing.
Photographed and documented every activation day and sent report to client.
Responsible for driving and overall maintenance of promotional vehicle and materials.

Sugar Media Experiential Marketing - On going contracts March 2010 - Present

Worked as a brand ambassador and team lead on various campaigns:

Dorito's Campus Tour, Toshiba, Mattel, Dove, Kia, Maple Leaf, Vaseline, Samsung.

Filled out daily marketing reports after an activation.

Responsible for rental vehicles, activation & marketing materials and management of teams.

Successfully sampled, informed and executed key messaging across to target audiences.

Gibbons Hospitality Group - Special Events Marketing Coordinator 2009-2010

Promoted events through guerrilla style marketing and cold calling

Created promotional material through illustration and image sourcing

Organized private/corporate events and fund raisers for various clientele

Decorated and sourced material for the venue to best suit the event

ADDITIONAL PROGRAMS WITH EXPERIENTIAL AGENCIES:

TED Active Event: Coordinator Assistant

Launch! Marketing: CLIF Bar Campaign

Free For All Marketing: Milk2GO Campaign, Speed Stick Campaign

RW Promotions: Wisers Whiskey Campaign

Reef Moxie: Red Rose Tour, Master Card Holiday Program, Samsung Galaxy S2X Launch,

GMR Marketing: Loblaws Store Launch, Telus Mistletoe Campaign

OTHER WORK:

Hinge Sales & Marketing Solutions - Assistant Art Director - May 2008 - December 2008

General assistant to both Art Director and Marketing Director

Managed client relationships

Organized internal company events

Created graphic marketing material using Adobe Creative Suite programs

SONY BMG Music Entertainment - International Marketing Intern - September 2007 - May 2008

Coordinated artist press and media promotional kits sent internationally

Updated weekly artist Sound Scan statistics and prepared reports

Communicated on behalf of marketing managers to artists

Required to edit and arrange music videos and audio files

UNDERWATER VISION, UTILA, HONDURAS- Master Scuba Diver August 2012 - January 2013

Worked as a Dive Master at one of the worlds busiest Dive Resorts

Responsible for safety of guests at any given time on dive boat

Mentor to Dive Master's in training

Recruited guests to complete Scuba certification programs and to stay at the resort

Promoted special nights and parties on site, created promotional material and theme nights.

REFERENCES:

Carlee Shuter, Field Marketing Specialist at Red Bull Toronto
416 997 2275

Cory Thistlethwaite, Account Executive at The Mohan Group
416 225 2500 x 117

