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## Key Competencies

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- ▶ Strategic marketing and business development, specializing in digital media and communications
- ▶ Proven leader, delivers results
- ▶ Recognized for team building, innovative ideas, creative talent
- ▶ Excellent project management skills; delivering on-time, in scope and within budget
- ▶ Broad industry experience including public and private sector, education, retail, high tech, not-for-profit, travel, tourism and hospitality

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## Professional Experience

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**2007 to present**

**Director, Walt Nicholson Marketing and Communications  
Victoria, British Columbia**

- Marketing, communications and digital media consultancy
- Project management, communications and business development
- Social media marketing strategies and programs
- Internet marketing strategies (website and viral marketing tools)
- Traditional marketing programs and promotions
- Industries served:
  - Retail, real estate, agricultural, healthcare, tourism and publishing

*Partial client list:*

- **Daily Splice Technologies, The Newport Institute, National Geographic IMAX Theatre, Bear Mountain Master Partnership, The Aerie Resort, GA Vantreight and Sons, Pacific Coast Dental, and BC Ferries**

**2007 to 2009**

**Business Analyst, IBM Canada (contract)  
Victoria, BC**

- Led a key project initiative to review and improve external customer satisfaction measurement on a \$150M account
- Delivered new analysis tools and improved customer understanding of data
- Conducted reviews of service delivery teams
- Mapped critical business processes for service performance and efficiency

**2002 to 2005**

**Marketing Consultant, WN Enterprises  
Victoria, BC**

- Marketing, communications and digital media consultancy
- Communications and business development
  - Opportunity Development and Analysis
  - Marketing Strategy and Business Transformation
- Developed and executed marketing programs and promotions
  - Branding / Positioning
  - Campaign Development, Media Planning and Graphic Design
  - Market Research and Publishing
  - Event Production
- Industries served:
  - Transportation, retail, public sector, non-profit and business services

*Partial client list:*

- **BC Transit, Tartan Public Relations, Ocean River Sports, The Reger Group, The Government of Canada (HRDC), Seacoast Communications, Admiralty Leasing, YM/YWCA of Greater Victoria**

1999 to 2001

**Director of Marketing, Director of New Media, Director of Promotions (Concurrent)**

**Seacoast Communications Ltd., Victoria, BC**

- Developed and managed corporate branding, visual identity and Internet presence for a new FM radio station
- Generated new non-traditional revenue from non-traditional sources (online broadcasting and website)
  - Over \$100,000 in revenue before the station began broadcasting
- Negotiated sponsorship agreements with events and organizations
- Managed the station's promotions team (over 20 volunteers and staff)

1990 to 1999

**Marketing Manager, Tesseract Software Ltd.**

**dba CompuSmart Victoria, Victoria, BC**

- Helped build the company from \$5 million in annual revenue to \$22 million.
- Managed and created all marketing activities including advertising (print, radio, television, Internet, POS, etc.)
- Responsible for coordinating partnerships, sponsors and suppliers
- Corporate spokesperson, public relations, tradeshow, and direct-to-client sales and promotion programs

**Education**

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Master of Business Administration	Major: Management Consulting Royal Roads University <ul style="list-style-type: none"><li>▪ 2007 MBA Leadership Award Recipient</li><li>▪ 2007 MBA Chancellor's Award Recipient (highest academic performance in the program)</li></ul>	2007
Associate of Arts Business Administration	Major: Marketing Camosun College, Victoria, B.C. <ul style="list-style-type: none"><li>▪ Marketing Excellence Award,</li><li>▪ President, Business Students Association</li></ul>	1990

**Featured Community Leadership**

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**Victoria Hospitals Foundation**

- Visions Gala Fundraiser (Event committee 1998 to present) – 2009 Event Chair
  - Sold out event raised over \$370,000 in 2009

**Camosun College Foundation**

- Foundation Board of Directors (2003 to present) – Board Member (Co-Chair, Finance Committee)
  - Responsible for directing Foundation's portfolio (\$9+ million)

**Victoria Symphony Orchestra Society**

- Bell Victoria Symphony Splash (2003) – Event Co-Chair
- Negotiated event's 'presenting sponsorship' program (generated over \$40,000 in new revenue)

**References Available Upon Request**