


L I N D S A Y G L O V E R

B R A N D M A R K E T I N G P R O F F E S T I O N A L

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 /lindsayglover

E D U C A T I O N

Bachelor of Commerce
University of Victoria, Canada
2007 - 2011

S K I L L S

Marketing Strategy

Project Management

Problem Solving

Branding

Communication

Budget Management

Vendor Management

Adobe Acrobat, Photoshop & Lightroom

MS Suite

Relationship Building

S U M M A R Y

Lindsay is a customer-obsessed marketing professional with over 10 years of experience in marketing and consumer sales. A detail-oriented, motivated learner with a passion for creativity and curiosity in all aspects of life. She holds a proven track record of consistency and excellence – always a top performer, she has been recognized twice by the CTC Corporation for outstanding projects and won employee of the month for Mark's most recent rebrand, which earned the brand top spot as the 2021 #1 Canadian Clothing Retailer in Brand Health. Her strong work ethic and unique experience within the retail marketing space provides a strong strategic asset to teams and brands alike.

P R O F F E S I O N A L E X P E R I E N C E

STRATEGIC MARKETING MANAGER

Jan 2021 - present

Mark's - Calgary, AB, Canada

- Manage full scope campaign creation and execution for national multi-million-dollar mass media campaigns – including strategic briefing, creative concepting and production, media strategy and execution as well as internal integration with other marketing teams including digital owned channel, signage and PR integrations.
- Work directly with key media partners on creative optimization, strategic customer and market insights, creative media execution opportunities, and brand health reviews. Partners include Google, Facebook, Pinterest, TikTok, etc.
- Manage and oversee all Mark's related branding, including creation and maintenance of the Mark's brand guidelines and visual brand identity.
- Manage budget worth over \$15M that covers strategic marketing campaigns, always-on campaign executions, social media, vendor marketing campaigns and traditional promotional marketing.
- Create and manage Mark's seasonal marketing plan – outlining key seasonal stories and timing using key consumer insights for all marketing channels to follow. Includes all key storylines, promos and aesthetic for the season.
- Project manage multiple stakeholders and departments across agencies, marketing and business teams in Canadian Tire Corporation and external agencies. Manage day-to-day relationship management with media and creative agency partners; which has led to strong relationships.

ACHIEVEMENTS

#1 Canadian Clothing Retailer in Brand Health - YouGov (2021)

Mark's

Going for Gold - Gold, Customers Category - CTFS Integration (2016)

Canadian Tire Corp. (Mark's)

Going for Gold - Gold, Customer Experience - Well Worn (2018)

Canadian Tire Corp. (Mark's)

Employee of the Month - All Things Simple ReBrand (2020)

Canadian Tire Corp. (Mark's)

PADI Open Water Diver

Certification

1st Dan Black Belt

Wado-Kai

COMMUNITY EXPERIENCE

Canadian Tire

Women's Leadership Network

Member

2017-2019

Mark's Jumpstart Committee

2017-2018

PROFESSIONAL EXPERIENCE *continued*

BRAND MARKETING MANAGER

Jun 2019 – Jan 2021

Mark's - Calgary, AB, Canada

- Managed the execution of the rebrand transition from the prior Well Worn platform to All Things Simple. This included aiding in the strategy of the new platform, management of the external campaign and internal business launch of the new brand platform, management of the creation of the new brand guidelines and transition of all marketing channels to the new visual brand identity.
- Same responsibilities as Strategic Marketing Manager role.

CAMPAIGN SPECIALIST

Jan 2018 – Jun 2019

Mark's - Calgary, AB, Canada

- Managed campaign creative creation for national multi-million-dollar mass media campaigns – including creative concepting, production and execution as well as internal integration with other marketing teams including digital owned channel, signage and PR integrations.
- Managed the creation of Mark's new Well Worn visual brand identity and guidelines, as well as the transition of channels adopting the new guidelines.
- Aided in the creation of the Well Worn branding, and overall platform roll-out with internal stakeholders. Collaborated closely with multiple teams to create pop-up shops and re-designed flagship stores embodying the new branding, leading to winning a CTC Going for Gold award.

NATIONAL BRAND SPECIALIST

Jul 2016 – Jan 2018

Mark's - Calgary, AB, Canada

- Managed the vendor marketing program for Mark's, including all vendor marketing communication, media planning, creative asset creation, campaign execution and post-reporting for over 30 vendors.
- Worked with individual vendors to secure over \$1M in vendor-funded, co-op marketing dollars for external media campaigns.
- Collected, managed and maintained all marketing, branding and design specifications for all external vendors including logos, creative assets and style guides.

FOUNDER

Apr 2014 – present

Wine, Food & Friends Food Blog - Calgary, AB, Canada

- Recipe creation and photography for over 200 unique recipes – including over 50 created for brands. Brand partnerships include Big Rock Brewery, North Sea Fish & Farms, Collective Craft Beer Shop, Cross Bar Bison Ranch and Monster Vineyards.
- Management of all branding and social media channels – including strategy, asset creation and execution.
- Maintenance of Wordpress website – including all improvements, adjustments and post creation.