

TAMARAMCINTOSH

P: 647-466-2987 E: tm@tamaramcintosh.com W: tamaramcintosh.com

EXPERIENCE

eCommerce Marketing Specialist / Grand & Toy

January 2016 – Present

Developed strategic marketing plans to meet cross-category objectives and organisation KPIs.

Enlisted Marketing Automation tools such as Omniture, Google Analytics, Monetate, RichRelevance, Experience Manager to create highly personalised campaigns.

Produced, managed, designed, and executed online promotional campaigns, increasing incremental revenue by more than 30%.

Determined research methodologies necessary to improve site-wide content, user experience, search, and navigation.

Identified merchandising opportunities by analyzing customer data and conducting post-mortem analysis to provide a compelling customer experience thereby increasing conversion and average order value.

OBJECTIVE

A disciplined designer, natural planner, and collaborative leader looking for my next great role.

SKILLS

Research Methodologies
Design Methodologies
Content Curation
Online Communities
Communication Design
Leadership Competencies

TOOLS

Monetate
CSS/HTML
MailChimp
RichRelevance
Adobe Creative Suite
Microsoft Office Suite
Adobe/Google Analytics
Drupal, Wordpress, Moodle
Endeca Experience Manager

Designer / Freelance

February 2009 – January 2016

Researched, planned, designed, and launched User Interface, User Experience, and Information Architecture solutions to optimize user engagement and experience.

Measured campaign and user statistics using Google Analytics and KPIs.

Assembled teams of freelancers to accomplish project objectives.

Crafted and maintained brand identities and strategies that elevated and differentiated

Designed compelling digital and print collateral.

Developed and designed dynamic user centered content management systems (Drupal, Wordpress, Moodle).

Created omni-channel marketing collateral that functioned on-brand and on-strategy.

Clients: Grand & Toy, Harvard Humanitarian Initiative, PeaceBuildingData.org, National Eating Disorder Information Network, Council on Drug Abuse, EMA Partners International, Get Your Tan On, Manor Boutique Salon

Project Manager / Toronto Entertainment District Business Improvement Area

January 2008 - February 2009

Led the BIA's Information Architecture and Technical Implementation team.

Established the database schema for more than 1000 area businesses.

Provided website User Experience and Information Architecture Design solutions to create synergies between the BIA's geographical boundaries and mix of businesses.

Tracked stakeholder satisfaction, campaign performance, and website analytics.

Oversaw print production and stakeholder communications.

Special Events Planner / Taste of Toronto Festival

September 2005 - January 2008

Increased attendance from 14,000 to 80,000 over a two-year period by broadening and strengthening market reach.

Developed media strategy and managed print, outdoor media, radio, and television media buys.

Wrote grant proposals and made deputations securing more than \$50,000 in grant money.

Created marketing collateral and managed festival website.

Prospected new exhibitors and strengthened relationships with existing ones.

Curated festival entertainment.

Secured all permits and licensing.

Negotiated support staff and vendor contracts/schedules.

Liaised with sponsors to fulfill commitments.

EDUCATION

Business Commerce, Ryerson University
Special Events Planning, George Brown College