Carly Comtois

1009-138 Somerset Street West ⚫ Ottawa, ON ⚫ Phone: 613.698.7797 ⚫ carly@swatmediagroup.com

⚫ Security Clearance: Enhanced Reliability

Objective

An experienced, motivated, and reliable individual seeking an opportunity in a fast paced environment, specifically in the field of marketing, communications, promotions and social media.

* Social media and cross channel marketer with 5 years experience in developing and implementing social media strategies for small businesses, franchises and corporations
* Operations & sales management professional with 8 years of experience leading corporate sales, marketing, training, and communications for multi-million dollar revenue companies
* Strong background and knowledge in process management, quality of service, administration, planning, and coordination of events
* Conceptualized and orchestrated marketing campaigns to promote and launch multiple fashion brands and small business ideas
* Expert in the technical, conceptual, and content development of sales-driven operations
* Proven communication abilities within public relations, public enquiries and conflict resolution

Skills

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| --- | --- |
| * Marketing Strategies & Campaigns
* Product Development and Visual Design
* Personnel Oversight and Management
* Product Positioning & Branding
* Event Planning and Coordination
 | * Research & Analysis
* Development of Training Materials
* Sales Operations & Support
* Public Communications & Relations
* Business Administration
* Social Media and Cross Channel Marketing
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Recent Awards

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| Award of Excellence for Outstanding Operational Sales Performance (Michael Kors), 2010 |

Professional Experience

**SWAT MEDIA GROUP –** Ottawa/Sudbury, on

*Managing Partner*

**Brand Messenger**, Jan/2014 to Present

SWAT Media Group creates perfect brands, vibrant identities, creative advertising concepts and outstanding promotions. We help deliver on brand promises, get the message out for people to effectively see, hear and experience your promise and ultimately create awareness and desire for your brand. Roles and responsibilities include customizing tailored campaigns to business goals and needs, bring value to each brand message, manage businesses’ brand reputation through promotional and social channels and monitor and measure these channels to ensure a successful return on investment for each and every client through bi-weekly and monthly summary reports and statistics.

***Selected Accomplishments:***

* Designed and implemented both on and offline branding strategies for multiple self employed real estate professionals across the Greater Sudbury and Muskoka region providing them their own landing pages and selling tools separate from their brokerage to effectively market and sell commercial and residential properties
* Successfully launched advertising tools tailored to franchise locations by providing them customized local online ad space to sell their products and services within their regional communities and local market niche
* Consulted and launched promotional events and campaigns for companies and corporations through social media channels like Facebook, Instagram, Twitter, Pinterest and YouTube for an alternate medium of communication and interaction between clients and the products and services they are promoting

**LOCAL APP POWER** – Ottawa, ON

Owner/Operator

Mobile Marketing Strategist, Aug/2011 to Present

Local App Power helps small businesses reach, capture, and follow up with more customers. Our business model entails developing lasting engagements with clients and customers, while protecting business reputations from the added costs associated with recruiting, training and managing full time employees. Roles and responsibilities include managing small businesses’ online marketing strategy through mobile apps, local search marketing, direct response ads, text marketing campaigns, virtual business cards and social media tactics.

Selected Accomplishments:

* Developed cross channel text, voicemail, and email campaign services used successfully at KICX FM Sudbury, MINExpo Las Vegas, Living Green Expo, tradeshows, speaking engagements, and conferences
* Successfully launched mobile marketing platform across the Ottawa, Sudbury, North Bay, Toronto and Muskoka business market
* Became sole advisor and operator of multiple cross channel media accounts for CBC Hockey Night in Canada’s Play On Event, STUNNING! Fashion Accessories and Then Some and Pluckers Wing House

**Michael Kors** – Edmonton, AB

US Based multi-million dollar fashion luxury retailer

Store Manager, Aug/2010 to July/2011

Roles and responsibilities include operational management, corporate communications, business administration, staff oversight, sales coordinator, brand management, public relations, product launches, personnel hiring & training, financial budget control and staff development, public relations and communications, issues management.

Selected Accomplishments:

* Operationally supervised and launched west coast expansion of 3 retail operations in Edmonton, AB and Calgary, AB
* Top 3 sales revenue generating operations for Michael Kors in Canada for fiscal year 2010
* Recruited, hired, and trained over 15+ staff for positions in senior management as well as general staff (part and full-time) for retail operations
* Successfully launched new seasonal products by identifying and building business opportunities with clients, researched new product possibilities, and managed customer enquiries
* Local marketing and promotion of fashion brand with regional business retailers within West Edmonton Mall through marketing, communications, and event coordination
* Developed operational guidance and training policies for staff on customer service and new product features in order to maximize and generate sales more effectively
* Performed ongoing customer/client market research and demographic profiling to identify and capitalize on market needs, ahead of the curve

**michael kors** – Ottawa, ON

US Based multi-million dollar fashion luxury retailer

Assistant Store Manager & Retail Supervisor, Aug/2009 to Aug/2010

Roles and responsibilities included the operational oversight and management of all merchandising visuals and directives, business administration, staff training, in-store coordination and implementation of seasonal lines, physical security, store cash controls, inventory management, managed public enquiries and conflict resolution.

Selected Accomplishments:

* Successful 2009 launch of first retail operations in Ottawa, in collaboration with senior management team
* Assisted in the promotion and marketing for new client base for an American luxury brand in a unfamiliar new geographic and demographic location
* Consistent top sales performer within company and contributed to over 40% of total in-store sales for first fiscal year
* Developed and coordinated training and guidance for existing and new staff to effectively enhance staff productivity to achieve sales goals
* Earned commendations from clients and executive staff for product communication delivery on value of goods and services, public enquiries, and client conflict resolution

**aritzia** – Ottawa, ON

Canadian based fashion retail operator

Retail Manager, Aug/2008 to Apr/2009

Merchandise Manager, Sept/2005 to Jul/2008

As a supervisor within the management team my functional duties included the oversight of retail operations and product knowledge training. Specific responsibilities were on mechanical operations, technical inventory control, creative visuals, and overall physical layout of merchandise. Additional duties included staff supervision, conducting staff interviews and evaluations, staff product training and development.

Selected Accomplishments:

* Served as primary operational supervisor for visual mechanics display and layout of retail operations
* Product knowledge expert and coordinator for client and product communication events
* Certified corporate regional trainer in merchandise product training and staff development

Technical Knowledge

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| --- | --- |
| Software: | Microsoft Windows OS, HTML, Word Press, Text Marketing Platforms, Microsoft Office Suite (Outlook, Word, PowerPoint, Excel), Adobe, Lotus Notes, JDA, Cash Management and Moneris Solutions   |

Education

Carleton University – Ottawa, ON

**Bachelors of Arts Degree**,

**Honors Criminology and Criminal Justice,** June/2005

References

Mandy Gosewich

STUNNING! Fashion Accessories and Then Some…

Owner/Operator

Phone: 613.797.8962

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Natalie Grenkow

Michael Kors

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Invest Ottawa

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