

ANNA KUSMIDER

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Marketing professional with a successful track record of driving business growth through strategic planning and execution. Strong ability to manage project marketing budgets and work collaboratively with cross-functional teams to achieve business objectives. Demonstrated expertise in managing sales launch campaigns, overseeing advertising agencies, and managing sales/presentation center design. Excellent communication, analytical, and organizational skills, with a focus on delivering measurable ROI and providing strategic recommendations.

PROFESSIONAL EXPERIENCE:

Marketing Manager, Projects

Jan 2019 - Present

Minto Communities

- Effectively manage the marketing and sales operating budgets to drive optimal results and maximize return on investment. Optimize marketing and sales operating cost within the allocated budget.
- Implement effective project management strategies to ensure the successful execution of marketing initiatives. This involves meticulous planning, developing schedules, and timelines. By setting clear project objectives, defining deliverables, and establishing a comprehensive project plan, aim to streamline workflows and optimize team collaboration.
- Briefing, overseeing, and collaborating with creative agencies and other consultants. Effective briefing of creative agencies involves clearly articulating the brand's objectives, target audience, key messaging, and desired creative direction.
- Leading the execution of projects renderings and schedules. This involves coordinating with cross-functional teams such as product development, design centre, architects, and construction to ensure accurate and visually appealing representations of the product. Establishing clear timelines and milestones ensure that product renderings are completed in a timely manner, aligning with marketing campaign launch dates and overall project goals.
- Sales Centre Project Management:
Successfully plan, coordinate, and execute the development of a presentation center. Key responsibilities include overseeing the construction and interior design process, managing budgets and timelines, and ensuring that the office is equipped with the necessary technology and materials to deliver an immersive and engaging experience for potential customers. By maintaining effective communication, monitoring progress, and addressing any issues or challenges that arise, ensure the successful completion of the presentation center, ultimately driving sales and enhancing the brand's reputation.
- Sales Launches Planning and Execution:
From developing compelling sales strategies to creating persuasive marketing collateral and organizing launch events for up to 500 brokers as well as registrants. Collaborating closely with cross-functional teams, the goal is to ensure a seamless launch experience. Strategy and sales program are executed perfectly to drive company sales targets (close to 2500 sales across 10 projects).
- Brand development and strategy: create a unique and authentic brand that resonates with the target audience and differentiates itself from competitors. Ensuring that the brand's values and visual elements are consistently communicated across all touchpoints, including marketing materials, websites, and social media.
- Optimize prospects and leads communication: developing targeted communication strategies and channels to effectively engage with potential buyers and nurture leads throughout the sales funnel. By leveraging various marketing tactics such as personalized email campaigns, social media interactions, and content marketing, the aim

is to deliver the right message to the right audience at the right time. Through optimized prospects and leads communication, the goal is to establish strong relationships, build trust, and ultimately increase conversion rates, driving business growth and success.

Marketing Specialist

Aug 2014 – Dec 2018

Loblaws, Shoppers Drug Mart

- Responsible for managing specific marketing projects on a national, regional, and local scale.
- Successfully execute multi-channel marketing programs, ensuring adherence to timelines and budgetary requirements.
- Cultivate and maintain excellent business relations with vendors for shopper marketing initiatives.
- Develop comprehensive executional briefs that align with marketing objectives provided by business partners.
- Collaborate with internal groups, such as legal and translation teams, to support business growth.
- Produced all regional flyers and Prestige inserts, using fact-checking, proofreading, and copy writing / editing skills
- Liaised with departmental managers to ensure that production schedule deadlines are met, anticipating and
- Worked closely with Category Managers, Vendors, Store Communication, Copy Writing and Translation Departments

Marketing Specialist

Gulf Bay Group of Companies Florida, USA

November 2005 – June 2014

(fiddlerscreek.com, gulfbay.com) (**Real Estate**, Golf Club, Social Club, Marco Beach Ocean Resort)

- Managed media schedule for the real estate, club, resort and restaurant
- Organized and coordinated special events.
- Developed marketing and sales collateral, email and media campaign.
- Ensured execution of marketing plans in timely manner and meeting all deadlines
- Negotiated proposals and contract with vendors for different media
- Analyzed traffic reports to develop and evaluate effective marketing strategies
- Support to Director of Sales, Marketing, Builders and sales staff

Professional qualifications/key skills:

- Development and management of marketing plans and budgets
- Experience with Graphic Arts software (Adobe Photoshop, InDesign, Illustrator)
- Experience negotiating with media.
- Excellent personal management and organizational skills
- Ability to manage multiple projects simultaneously.
- Attention to detail in a fast-paced, rapidly changing environment.

Education:

- Bachelor of Supervision and Management, 2011
- Bachelor of Marketing Management, 2005
- Graphic Design Certificate, 2008