



A Performance & Career Design Firm

iCentro Resume Polishing Services

Original vs. iCentro Resume

iCentro Reference Materials

August 16, 2002

iCentro Corporation

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ORIGINAL VERSION

Avra Helaine Goldenblatt

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Toronto, Ontario

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e-mail: goldenblatta@transcontinental.ca

Languages: English, French

CAREER EXPERIENCE

Sales Promotions Manager

Women's Service Division

Canadian Living / Homemaker's/ Style at Home Magazines/Good Times/Elle Canada

Transcontinental Publishing Inc.

Toronto, Ontario

1988 - present

As the Sales Promotions Manager for the woman's service division of Transcontinental Publishing I am responsible for:

- developing marketing and promotional opportunities for clients in order to maximize revenue for three magazines.
- creating and executing, with the help of a full time artist, presentations, sales materials, and media kits.
- accompanying sales reps on client meetings to present and sell special marketing opportunities
- liaising with both editorial and publishing staff and develop added value programs for advertisers.
- increasing incremental sales revenues through innovative promotional solutions

ORIGINAL VERSION

Avra Goldenblatt Resume cont'd...

Advertising/Marketing Manager

Pizza Pizza Ltd.
Toronto, Ontario
December 1986 - June 1988

Advertising/Promotions Coordinator

Citytv/MuchMusic
Toronto, Ontario
August 1986 - December 1986

Promotions Manager

CITV Television
Edmonton, Alberta
August 1984 - August 1986

Account Coordinator

Francis, Williams and Johnson
Advertising
Edmonton, Alberta
August 1983 - August 1984

Production Assistant

CBC - Edmonton
May 1983 - December 1983
October 1982 - March 1982

Researcher/Writer

Reed Video Communications
Edmonton, Alberta
August 1981 - September 1982

ORIGINAL VERSION

Avra Goldenblatt
Resume Cont'd...

ACADEMIC BACKGROUND

Concordia University
Communication Studies
Montreal, Quebec
1978 - 1981

Grant MacEwan College
Layout and Design I
Advertising I, II, III
Edmonton, Alberta
1985

Ryerson College
Marketing
Toronto, Ontario
1988

IBEC
Sales Promotion Workshop
Toronto, Ontario
1990

INTERESTS

Have written 5 episodes of a sit-com program called "Late Bloomers". The project is with an entertainment lawyer.

I have spent the past year taking an acting course at The Drama Workshop, and plan to take a standup comedy class this year (September 2000) at Second City.

I am part of a writing workshop that meets monthly....where I write poetry and short stories.

Active with the Crohns's and Colitis Foundation of Canada

Volunteered for the CCTFA Crystal Ball 1993

REFERENCES available upon request

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Avra Goldenblatt

Sales Promotions; Specialist in Marketing to Women & Branded Content

Objective

To leverage my creative talents, sales promotional background, and expertise in marketing to women.

To find a challenging position with a progressive company, where I can grow revenue and build mind-share. **Companies may include, but are not limited to:**

- marketing, advertising, media or publishing
- consumer-oriented firms, appealing to segmented markets (i.e. women)

Highlights

- Responsible for increasing advertising sales revenues by \$1.9 million for 10 Tran continental's Women's magazines
- Won a prestigious Advertising & Sales Club Award for "Best Direct Mail", due to an award-winning direct mail promotion for CITV Television.
- Created all promotional materials (written and produced) for the launch of Musique Plus.
- Developed a series of high profile client events that raised Telemedia Sales Division's profile — **Toronto's #1 market leader.**
- Created promotional materials for the launch of Elle Canada; the most successful-ever of Elle International's magazine launches.

Work Experience

1988 - present

**Transcontinental Media Inc. (Women's Service Group) — Toronto
Sales Promotions Manager (Responsible for 10 Magazines)**

Canadian Living / Coup de pousse; Homemaker's/ Madame; Style at Home Decormag; Good Times/Le Bel Age ; Elle Quebec/Elle Canada

- Developed marketing and promotional opportunities for clients such as Proctor & Gamble, Unilever, and Kodak Canada
- Created and delivered presentations, sales materials, and 5,000+ media kits for sales reps to sell the benefits of Transcontinental publications.
- Accompanied sales reps on client meetings to present and sell special marketing opportunities; increased sales by 10% per rep.
- Managed over 20 projects a month; responsible for \$125K annual budget for creative work.
- Responsible for hiring a sales promotions manager; my two last hires have been promoted within the company. Currently manage/coach one direct report (sales promotions), and one indirect report (art director).

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HIGHLIGHTS

- ❑ Created a completely new source of corporate revenue within advertising sales division of a publishing firm.
- ❑ Established Transcontinental Media as “The Leader in Sales Promotions”.
- ❑ Created a department for sales promotions: now integral to National Ad Sales.
- ❑ Organized 5 sales conferences with speakers, and hotels: Northern Ontario (Algonquin Park); Key Largo, FL; and Bahamas
- ❑ Created and organized the best-received “Client Appreciation” events in the industry, for 9 years.

Neutrogena Canada (Jan. 2002)

- Conceived and developed an award-winning series of advertorials and pullout sections that meant \$200,000 in incremental revenue.
- Won Strategy Magazine’s Best Use of Medium Contest (March 2002).

Toyota Canada (Nov. 2001)

- Presented and designed an innovative fashion concept to sell cars To the young women’s market
- Toyota bought a national program in Elle Canada and Elle Quebec, which presented Spring Fashion Trends via Toyota’s new “Matrix” car.
- Toyota is one of the first car companies to sell to women this way.

Procter & Gamble (Oct. 2001)

- Presented and delivered a unique advertorial concept for the launch of a new hair product, “Inner Science”.
- Won \$350K of new business (over other Canadian publishers), by using different advertorial approach in each magazine to reach specific target groups.

Moulinex Canada (Oct. 1998)

- Presented, and created an advertorial/contest combo to offer readers advice on “How to Create a French Style Brunch; and a trip to France.
- Advertorial ran in all women’s service titles; contest drew 50,000+ entries — an unheard of number then.
- Generated additional \$50K in advertising revenue.

December 1986 - June 1988

Pizza Pizza Ltd. — Toronto Advertising/Marketing Manager

- Created numerous, innovative in-store, radio and TV promotions, including 75+ radio commercials.

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- Developed the business case for company to adopt TV advertising.
 - Produced seven TV commercials that ran for over two years (filmed in BC).
- On a monthly basis, created new four-colour in-store posters.
- Assembled and managed the first-ever outsourced, creative team that stayed intact (for 4 years) after my departure.

August 1986 - December 1986
City TV / MuchMusic — Toronto
Advertising/Promotions Coordinator

- Created and placed advertising in all of Canada's TV listing magazines.
- Created all of the promotional materials for the highly-successful launch of Musique Plus., the French -language TV music channel.

August 1984 - August 1986
CITV Television — Edmonton
Promotions Manager

- Wrote and produced over 100 on-air TV promotions, for CITV's local programming schedule.
- Created media kits; wrote and produced sales presentation for Toronto-based firms to buy advertising in local market (Edmonton).

August 1983 - August 1984
Francis, Williams and Johnson Advertising — Edmonton
Account Coordinator

- Liaison between Creative and Clients; reported to Account Dir.
- Clients: Northlands Coliseum; Alberta Tourism; Blue Cross.

May 1983 - December 1983
March 1982 – October 1982
CBC Edmonton, Production Assistant

- Worked w/ Director in TV Control Room to produce 11 o'clock News

August 1981 — September 1982
Reed Video Communications, Edmonton, Researcher/Writer

- Researched documentaries for video release (i.e. medical and travel series).
- Video editing responsibilities.

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Education

Communication Studies, Concordia University, Montreal 1978 - 1981

Grant MacEwan College, Edmonton, Alberta 1985

Layout and Design I; Advertising I, II, III

Marketing, Ryerson College — Toronto 1988

Workshops/ Training

- Branded Content: Linking Your Brand to Relevant Content, 2002
- Performance Management, Transcontinental Media, 2002 (2-day course)
- Coaching and Mentoring, J. Coppenrath and Associates, 2001 (2 days)
- What Women Want to Know, November 2001
- IBEC — Sales Promotion. 1990

Awards/ Honors

CMDC (Canadian Media Directors Conference)

Best Sales and Customer Service Award – Transcontinental Media 2002

CDMC (Canadian Media Directors Conference)

Best Sales Group – Women's Service Division Transcontinental Media 2001

Transcontinental Media Staff Awards

Elle Canada Sales and Promotions Team for the Best international launch worldwide 1998

Best Direct Mail Campaign, Edmonton Advertising and Sales Club, 1986

Activities/ Interests

Activities:

- Crohns' & Colitis Foundation, Media Relations 1990-95.
- CCTFA Crystal Ball 1 Media Committee 1994

Interests:

- Creative Writing: Poetry, screenplay wrote a 5-episode program "Late Bloomers", 1999
- Acting, at the Drama Workshop in Toronto. (since 1999).
- Travel: Italy, England, Mexico, Caribbean
- Ballet dancer (until age 20).

References

Available upon request.