

# CAROLYN ROSE WILMAN

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## SENIOR MARKETING PROFESSIONAL

I am a successful professional with over twenty years of marketing, sales and customer service management experience. I have worked with companies across North America, Europe and Australia. I have worked in most aspects of marketing and marketing communications including:

- ⊕ building marketing departments,
- ⊕ writing marketing plans for small-medium sized businesses,
- ⊕ spear-heading branding and rebranding projects,
- ⊕ managing telemarketing campaigns,
- ⊕ interacting with media outlets (print, radio, television & online),
- ⊕ vetting and viralling contests, sweepstakes & promotions,
- ⊕ leading workshops, seminars & webinars,
- ⊕ managing trade shows and conventions,
- ⊕ executing external and internal corporate events,
- ⊕ creating corporate social media dialogue,
- ⊕ writing website and blog content,
- ⊕ writing newsletters, articles (online & offline),
- ⊕ training sales staff,
- ⊕ promotional purchasing.

My efforts as a marketing expert landed me on the cover of Marketing Magazine in 2006 and I was named by MORE Magazine as one of Canada's Top 40 Women over 40 in 2007.

To land a long term opportunity in a reputed organization which will help me deliver my best and upgrade my skills in web-based marketing and promotions. I am looking for an Internet focused marketing position wherein I can utilize my expertise in web presence optimization, promotional marketing and event marketing. I want to grow both as an individual and an effective team player along with helping that organization excel.

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## PROFESSIONAL EXPERIENCE

<b>GLOBAL FINANCIAL (1 YEAR CONTRACT)</b>	<b>2011-PRESENT</b>
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### Marketing Consultant

[www.globalfinancial.ca](http://www.globalfinancial.ca)

#### General Marketing

- ⊕ Manage all the corporate sales contests ensuring the rules are communicated properly to the sales force and coordinating with the IT Department guaranteeing the winners are selected properly.
- ⊕ Post details and information related to all projects related to my role on the intranet and advisor centre.
- ⊕ One of a team of four aligning all media releases, corporate image and all public facing communications to ensure consistency and follow established standards across all departments, employees and agents.

#### Event Management

- ⊕ Manage the national annual event calendar for all five divisions coordinating all resources.
- ⊕ Plan, coordinate and execute all the external corporate events, meetings, trade shows and trips for all five divisions including: quarterly sales meetings, bi-annual symposiums, contest rewards, the annual national conference, and the annual international convention.
- ⊕ As member of the corporate social committee; plan, coordinate and manage all internal corporate events including; monthly company meetings, the annual family picnic, the annual holiday party and seasonal events.

#### Social Media Marketing

- ⊕ Create and manage the social media plan and strategy including; the social media policies for the corporation and all the independent representatives ensuring they are IROC and MFDA compliant, the corporate accounts on LinkedIn, Facebook and Twitter for all five divisions along with writing the company blog.

7290268 CANADA INC.

2004-PRESENT

**Marketing Consultant**

www.contestqueen.com

**Business-to-Business***Teach companies how to create better promotion, contests and sweepstakes, from the outside, in resulting in higher sales and profits.*Promotional Marketing Consulting

- ✦ Have the unique perspective having "sat at both sides of the table", as both marketer and competitor, I help companies understand promotions from their customer's perspective and avoid the types of mistakes that occur in modern sweepstakes via my Lunch & Learn programs *Creating a Bullet Proof Promotion* and *The Top 5 Mistakes Marketers Make When Running a Sweepstakes*.
- ✦ Created *Contest Auditing*, *Contest Pre-testing* and *Contest Education and Strategies* services allowing companies to ensure a contest is designed to meet their objectives, and the promotion is operating properly, within government regulations, before public release. Companies such as; **American Standard**, agencies such as; **CVC Communications**, **Velocity BHP** and **Infinity Communications**. Promotions companies such as; **Launchfire** and **CFA Promotions**. Websites such as **Sweepstakes.ca**, have used my contest vetting and viralling services.

Digital Media Marketing

- ✦ Wrote the content for several full-scale websites: **Big Red Oil**, **imEDGE**, along with **ContestQueen** which has consistently averaged 500,000-750,000 hits per month for over six years.
- ✦ Incorporated both Search Engine Optimization (**SEO**) and Social Media Optimization (**SMO**) techniques along with **Google Analytics** reporting into all my own online efforts in conjunction with utilizing the same protocols for my clients, such as **SMOjoe**, aiding them in achieving higher Google rankings for their website(s) and promotions.

Social Media Marketing

- ✦ Tweeted since 2009 as **@ContestQueen**. I have over 14,000 tweets, over 3200 followers, and continue to grow at a rate of 2-10 followers per day (Klout 64). Since over 57% of tweets posted by Fortune 100 companies are contest related, I teach both businesses and contestors how to take advantage of this growing marketing medium.
- ✦ With the constant changes in **Facebook's** promotional guidelines, I help companies, such as **EZ-UP**, create Facebook compliant sweepstakes and contests.
- ✦ Focusing on the marketing and promotional arena, I have created a very dynamic, closed network of over 400 connections on **LinkedIn**.

Public Relations & Media

- ✦ With a success rate of over 90%, I have obtained an interview from almost every media release I have written and disseminated to a custom built data-base of 2000+ media contacts in Canada and the U.S. The media attention has spanned print, radio and television including; **Canada AM** (3x), **Breakfast Television** (in 5 cities), **The National**, **Marketing Magazine** (cover story), **Reader's Digest**, **The Wall Street Journal**, a one hour documentary featured on **The Doc Zone** and a series pilot for **TLC**.

**Business-to-Consumer***Teach others how to find, organize, enter and win contests and sweepstakes. To-date, I have helped others win over \$1,000,000 in prizes.*Author

- ✦ Wrote and self-published the first Internet-focused contest resource book in Canada called **You Can't Win If You Don't Enter**, published in 2006. The American Edition was released in 2008.

Internet Marketing

- ✦ Launched the first contest resource website, www.contestqueen.com with links to contesting sites, groups and forums, contest management companies, contesting software and more.
- ✦ Produced a free monthly e-newsletter called **The Winning EDGE** that includes contesting stories, tips, tricks and links to new contests.

- ✦ Hosted a monthly online radio show called **With The Contest Queen** featuring the movers and shakers in the promotional industry including contestors, promoters, marketers and sponsors.
- ✦ Created the **From The Contest Queen** blog in 2008 and have over 7500 subscribers.
- ✦ I teach others how to create **Facebook** accounts, connect with friends and family, build their profiles and become fans of products and brands to win contests or be better informed of upcoming promotions.

#### Workshops, Seminars & Webinars

- ✦ Leveraged my background in developing and delivering training programs to sales professionals, I created a series of seminars and workshops on topics including winning, luck and contesting. After running *How To Win Cash, Cars, Trips & More!* for several years as a 3-hr workshop, I expanded the program to a full-day seminar. After several seminars were run in various cities within Canada, I added a webinar component allowing anyone world-wide to learn how to be a winner.
- ✦ Formed Canada's first contesting clubs in British Columbia, Alberta and Ontario.

#### Trade Shows & Conventions

- ✦ Co-founded the **Canadian Contestors Association (CCA)** which ran the **Canadian National Contestors Convention**, which was held in Toronto and had attendees from seven provinces and five U.S. states.
- ✦ Spearheaded the main CCA volunteer committee and dedicated over 1200 volunteer hours to ensure the convention was a success. The convention obtained donations from, and was sponsored by, companies such as: **Maple Leaf Foods, NutraSoya** and the **Ontario Lottery Gaming Corporation** giving away over \$10,000 in prizes. The volunteer team, the convention and I were filmed by the CBC for a **Doc Zone** documentary and written about in **Reader's Digest**, both released in 2008.

#### Public Speaking

- ✦ A regular speaker at sweepstakes conventions and meetings since 2005. I speak on a variety of topics including: *How To Win Online, Texting To Win, Winning With Social Media, Avoiding Online Scams and Attracting Luck.*

### **IMAGINATION EDGE INC.**

**1994-2004**

#### **Marketing Manager**

www.imedge.net

#### Marketing Consulting

- ✦ Developed *On-Demand* and *Relief Marketing* services allowing companies to obtain the experience and personalized services of a professional marketer without the financial commitment of a marketing department or adding additional full-time staff.
- ✦ Built and managed the marketing department for **Micro Alternative Solutions**. Within 12 months the department grew from one staff member to five by partnering with **Georgian College** and participating in their student co-op program.
- ✦ Wrote marketing plan and created corporate image for **Tender Loving Care Renovations** including: logo, slogan, website, stationery, promotional wear.
- ✦ Deployed Lotus Notes within **Sunlife's** downtown branch to replace their Y2K incompatible system.

#### Event Management

- ✦ Planned and executed all types and sizes of external and internal corporate events for **JAWZ Inc.** including: Grand Openings, product launches, sales contests, golf tournaments, company picnics and Christmas parties, along with purchasing all the branded promotional items given away at these events.
- ✦ Coordinated corporate participation in trade shows globally, for **Aztec New Media**, both in-person and as the coordinator managing up to six venues simultaneously. This included every aspect of the corporate participation; space acquisition, staffing, transportation, booth management, advertising and promotion.

#### Database Management

- ✦ Reorganized and populated contact management database for **Dynamic Channels Canada**.
- ✦ Automated all client, university, professor, researcher and student data using contact management software for the **Telecommunications Research Institute of Ontario**.

Sales Training

- ✦ Trained sales team at the **Mount Pleasant Group** on their new integrated contact management software package. Additionally, created training documentation for the customized components of the sales software.

Fundraising

- ✦ Researched and wrote the Fundraising Marketing Plan for **Krispy Kreme Doughnuts Canada**.
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**EDUCATION**

**Centennial College** – Marketing Diploma

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**AWARDS**

I was nominated in 2006, 2008 and 2009 for the **RBC Canadian Woman Entrepreneur of the Year**, and in 2006 for **Entrepreneur of the Year** with the Whitby Chamber of Commerce. *You Can't Win If You Don't Enter* was selected as the Runner-Up in the Non-Fiction Category at the 2006 DIY Book Festival and Runner-Up in the How-To Category at the 2008 DIY Book Festival.

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