



Mark Lemoine, MBA

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A natural leader possessing an entrepreneurial spirit with nearly 15+ years of business experience at the middle and upper management levels. Strengths lie in marketing and sales, operations, leadership and general management.

SUMMARY OF QUALIFICATIONS

Marketing and Sales: Can devise, using a mix of traditional and Web 2.0 marketing strategies, creative and effective marketing plans and sales campaigns. Strengths lie in customer service, business development, digital and social media marketing, giving presentations, customer relationship management, product management and retail sales. Possessing an intuitive ability at identifying business opportunities to increase sales and revenues.

Operations: 10 years in an operations driven industry, plus five years in an operations role, has led to a proficiency at administering, managing projects, planning and controlling, setting priorities, managing time and costs, inventory management, creating forecasts and projections, overseeing day-to-day operations, measuring results as well as analyzing them and improving performance.

Leadership and Management: Leading, managing and coaching people come naturally; a committed team player, a hard worker with an excellent work ethic, possessing strong people and communication skills.

PROFESSIONAL EXPERIENCE

WILD TV, Edmonton, Alberta

Marketing Manager

2015

Accountable for all traditional and digital marketing for Wild TV Inc. and its 7 subsidiaries (Canada's Wild Outdoor Expo, Recoil Creative Group, SmartOTT, Willmore Outfitters, Rock Lake Lodge, Gigecast and Kohler Beer), including conceptualizing and executing marketing and sales plans, campaigns, promotions and events.

- Social media marketing: Launched a successful Web 2.0 strategy for Wild TV. Increased Facebook 'Likes' and engagement by 19%+ in only two months. Devised campaigns to increase both digital and linear Wild TV subscriptions.
- Successfully implemented digital marketing tactics that resulted in Rock Lake Lodge have little vacancy in its first year of operations.
- Negotiated and realized numerous mutually beneficial marketing campaigns with business partners.
- Assist with business and sales development: Found new international clientele for Willmore Outfitters.
- Content management: Print media, television advertising, website, social media, newsletter, etc.
- Create and maintain sales collateral including media kits, videos and sell sheets.
- Conduct market research and produce reports.
- Led the recruitment and hiring of marketing, web and app development, IT and HR personnel.

AFRA FURNITURE, Montréal, Québec

Director of Marketing and Business Development

2014

Was responsible for all marketing activities including business development with the sales team.

- Recruited and managed the company's independent manufacturer sales representatives.
- Conducted "Lunch & Learn" sessions with prospective clients within the A&D industry.
- Developed, launched and continuously managed the company's website, including CMS management, SEO tactics and Google Analytics.
- Created and managed the company's social media pages, blog and newsletter.
- Managed the various product line collections and their pricing strategies.
- Established and maintained relations with the suppliers and managed customer service issues.

DISCOUNT CAR & TRUCK RENTAL, Montréal and Repentigny, Québec

Vice President - Marketing, Sales and Operations	2006-10
Director of Operations	2005-06
Fleet Manager	2003-05
Vehicle Claims Manager	2003
Branch Manager (Ville d'Anjou)	2002-03

Oversaw all of the company: Sales & Marketing, Operations, Fleet, and HR. Was ultimately responsible, along with the majority shareholder, for the company's profitability, including revenues, expenses and fleet utilization.

- Operated and managed 9 retail stores and 5 satellites offices, over 80 employees, and an operational budget of \$6.5 million. Developed new markets: Successfully developed and opened one retail outlet and two satellite offices. Succeeded in increasing revenues, from \$6M to nearly \$10M, while maintaining an average fleet increase of only 15%.
- As Operations Manager, devised and implemented strategies to save and cut costs; restructured the company's organizational chart and job descriptions, saving the company over \$100,000 per annum in salary costs. Structured and streamlined various departments across the company for efficiency and future continuity, resulting in improved productivity, standardization of department procedures and in diminishing pecuniary losses.
- As Fleet Manger, was responsible for the marketing and re-marketing of the product line for a fleet size averaging 800 units: determined the product line mix along with the purchasing and remarketing schedule. Successfully exported vehicles to the American and European markets earning an average of \$3,000 more per unit vs. the local market. Managed to reduce vehicle cost by \$50 per vehicle, per month, which resulted in \$200,000 in annual savings. Developed and launched Location Americar's website which targeted the wholesale vehicle remarketing segment.

EDUCATION

Master of Business Administration (MBA), Executive MBA	2013
John Molson School of Business, Concordia University, Montréal, Québec	
Bachelor of Commerce (BComm), Marketing	2002
Ron Joyce Centre for Business Studies, Mount Allison University, Sackville, New Brunswick	
Customer Relationships Sales Management	2005
Formation Roger St-Hilaire, Montréal, Québec	
Management 3.0 (Agile Management)	2013
Pyxis Technologies, Laval, Québec	

OTHER SKILLS

- **Languages;** English and French (fluent, written and spoken); Japanese (beginner)
- **Web 2.0 marketing tools:** Website development, HTML, CMS, SEO, Google Analytics, Social Media Marketing, Email Marketing, Marketing Automation, Target Remarketing, Social Curation
- **Software knowledge;** Windows OS, Apple OSX, Microsoft Office (Word, Excel, PowerPoint, Outlook), Microsoft Access, MS Project, Adobe Photoshop, CRM, ERP, Simply Accounting, Accpac, Asana, Harvest, MailChimp

