

## Profile

A creative, energetic and innovative Marketing Communications professional with over 20 years of strategic business to business, consumer and employee project management experience gained mainly in Canada. Through senior roles on both the supplier and client side, I've championed change efforts that creatively engage intended audiences, achieve marketing goals, support organisational objectives and produce measurable results.

## Expertise

Marketing/Branding	Social Media	Communications
Business Development	Market Research	Public Relations
Event Management	Team Building	Relationship Management

## Career History & Highlights

### Sydney, Present - The Association of Building Sustainability Assessors (ABSA)

ABSA is a NFP member organisation that represents building and design professionals who specialise in assessing the environmental impact of buildings in both Australia and New Zealand.

#### Role: Marketing & Communications Officer

##### Key Accomplishments

Developed and currently implementing a Marketing and Communications plan to meet the strategic needs of ABSA, its programs, members and staff, government and various other associated stakeholders within the sustainable building sector.

Provided communications support for a number of organisational policies, procedures and processes, including staff performance reviews.

Performed an audit of ABSA's existing marketing and communications initiatives.

Currently reviewing the existing website and developing a new web presence.

Reviewing and revising member communications, publications and processes.

Working with Public Affairs consultants to create and implement a crisis communication response to media, government, staff and membership communicating the latest developments in the changing political landscape associated with Green Loans programs and sustainability initiatives.

### Sydney, 2009 – LindaJohannesson.com

An independent marketing communications consultancy that combines marketing, communications and social media to create integrated solutions that achieve desired strategies [www.lindajohannesson.com](http://www.lindajohannesson.com)

#### Role: Independent Consultant/Strategist

##### Key Accomplishments

Created the **Communities and Conversations website/blog** at [www.lindajohannesson.com](http://www.lindajohannesson.com) to showcase, interpret and discuss thoughts, ideas, resources and case studies in support of the philosophy that communities and conversations are imperatives in the creation of today's effective and innovative marketing and communications solutions.

Developed **the outthegate campaign** to use the power of social media to share the news, highlights and ideas coming out of the 2009 IABC World Conference in San Francisco with conference attendees, those not in attendance (especially those IABC members back in the local Sydney chapter) and anyone

around the world who expressed an interest in the content. It was an integrated social media campaign consisting of blog and ning posts, podcasts, tweets, flickr photos, delicious links, audio Boos, gmail conversations and video interviews. The campaign summary presentation that details its goals and success metrics can be found at [bit.ly/4xS83n](http://bit.ly/4xS83n) and, the outatthegate- extending the conference conversation blog can be found at [outatthegate.wordpress.com](http://outatthegate.wordpress.com)

Promoted the first ever **David Meerman Scott Social Media Masterclass** event held in Australia. I provided support in the overall campaign development and its implementation, promoting the event through various social media channels and researching and writing two key blog posts. These posts examined his principles, ideas, suggestions and tips and their real life local viability for two distinct organisations – one in the not-for-profit sector, IABC, - **Offering Members Social Media Value** [www.socialmediamasterclass.com.au/?p=214](http://www.socialmediamasterclass.com.au/?p=214) And, the second, in the corporate sector resulting from an in-depth interview with the recruiting firm of Robert Half International. **New Rules, New Relevance, New Results** – [www.socialmediamasterclass.com.au/?p=207%20](http://www.socialmediamasterclass.com.au/?p=207%20)

I've also authored two social media articles for the **Public Relations Institute of Australia (PRIA)**:

**Tips for Building your Networking Muscle -**

[www.pria.com.au/resources/list/asset\\_id/371/cid/354/parent/0/t/resources](http://www.pria.com.au/resources/list/asset_id/371/cid/354/parent/0/t/resources)

**Are you keeping up with recent developments?**

[www.pria.com.au/resources/list/asset\\_id/372/cid/382/parent/0/t/resources](http://www.pria.com.au/resources/list/asset_id/372/cid/382/parent/0/t/resources)

Created a **Social Media Presence** for **Golden Retriever Rescue (GRR)** to increase their supporter base and further promote their service of rehabilitating and re-homing those dogs entrusted to their care - [bit.ly/809Pyt](http://bit.ly/809Pyt)

## **Toronto, 2006 – 2008 – The Ingenium Group**

Contracted with The Ingenium Group Inc., an International Architecture and Engineering Firm of 1,200 employees - [www.theingeniumgroup.com/](http://www.theingeniumgroup.com/)

### **Role: Senior Marketing Communications Consultant**

Reported To: CEO

Direct Reports: None

### **Key Accomplishments**

Produced the Weekly Employee Newsletter detailing the latest news of four business units, eight offices and 1000+ employees in five countries, evolving it from an email newsletter to a blog format

Created M&A communication strategy and tactics for two newly acquired companies

Provided CEO Communications support – speeches, internal and external communications

Developed communications strategy and tactics in support of the launch of company-wide financial reporting system, a mentorship program, various HR communications and an employee feedback program

Championed the creation of international marketing plans and refined and integrated the planning process

Revised collateral material (ads, brochures, proposals, event support and website)

Supported the Public Relations effort by working with internal subject matter experts to create thought leadership articles, reports and events

Participated in a brand evaluation exercise examining the feasibility of a variety of branding options being considered by the Ingenium Group Inc.

Assisted in the development of growth strategy as a member of the international Business Development Committee

## **Toronto, 2005 - CCNMatthews (now MarketWire)**

[www.marketwire.com](http://www.marketwire.com), a newswire service offering press release distribution, media contact management, multimedia, media monitoring services and other workflow solutions for public relations, investor relations, journalists and other communications professionals.

### **Role: Director, Marketing and Communications**

Reported To: CEO

Direct Reports: 1 Marketing Manager

### **Key Accomplishments**

Completed an integrated corporate re-branding initiative over a four month period consisting of a massive message, visual branding, collateral, web site, trade show, sponsorship program, advertising, sales support and stationery overhaul

Launched a key strategic alliance formed between CCNMatthews and The Canadian Press – this involved alliance definition, campaign development, sales training, product/service refinement, web upgrades, collateral/advertising creation, launch events, business development and PR activities

### **Toronto, 2004 - LJT Marketing Group**

My own marketing and communication freelance business servicing small to mid-sized organizations

### **Role: Consultant Principal**

Reported To: Various Clients

Direct Reports: None

### **Key Accomplishments**

Created an promotional insert for a chain of funeral homes that included researching, copywriting and creative direction for this educational piece

Developed collateral and PR material for the launch of a family of environmentally friendly, natural cleaning products.

Planned, positioned and wrote the copy for an Annual Review for a Not For Profit organization that overcomes barriers to using technology within communities

### **Toronto, 2003-2004 - Drake International Inc.**

A global HR Services company and a leader in sustainable HR practice and talent management  
<http://www.drakeintl.com>

### **Role: North American Marketing Director**

Reported To: CEO

Direct Reports: 4 Marketing Managers, 1 Graphic Designer, 1 Proposal Manager and 1 Writer – 7 in total

### **Key Accomplishments**

Managed Drake's \$ 2.0 million of client and candidate marketing budgets and related activities including Candidate marketing efforts (research, recruitment, special events, collateral, and candidate relations activities), Client marketing initiatives (advertising, conferences, industry events, webinars, web content, collateral suite and lead generation campaigns) and the Proposal team responsible for the creation of all written responses to RFPs

Spearheaded the development of Drake's "Candidates for Life" strategy including the creation of numerous customized multimedia candidate recruitment campaigns

Created an integrated line of marketing materials communicating the Drake value proposition including: brochures, print advertising, electronic messaging, radio, on-hold scripts, events, thought leadership vehicles, proposals and associated business development material

Initiated a PR firm search, appointed a strategic PR partner and collaborated with them to develop a PR program to support Drake's marketing strategy

Conducted a team performance audit, made appropriate staff changes and introduced team building initiatives the marketing team

Carried out qualitative and quantitative research projects among clients, candidates and Drake employees to assess the brand experience, generate ideas for improvement and create a detailed benchmark for ongoing measurement

Conducted an audit of the marketing practices that resulted in a 50% reduction in advertising expenditures, re-directed marketing activity and better targeted marketing efforts

Transformed the RFP and RFI response process and format and added business development tools that increased both the proposal win ratio and the average \$ value per proposal

Completed both Salesforce.com and Miller Heiman Sales Training (Strategic and Conceptual Selling)

## **Toronto, 2001 – 2002 - Watson Wyatt Worldwide**

A global consulting firm focused on human capital and financial management [www.watsonwyatt.com](http://www.watsonwyatt.com)

### **Role: Practice Leader, Sr. Consultant, Communications**

Reported To: National Practice Director, Human Capital Group

Direct Reports: 2 Communications Consultants, 1 Graphic Designer, 2 Contracted Consultants - 5 in total

### **Key Accomplishments**

Provided effective multimedia Communication solutions for Watson Wyatt clients to communicate benefit programs, pension plans, share ownership programs, compensation initiatives, HR branding, employee research and change management

Streamlined and amalgamated Watson Wyatt's Communication services through the development of shared portfolios, templates, marketing tools, processes and protocols resulting in increased consistency and efficiency between the Toronto and Montreal teams

Recruited, oriented, managed and developed a national team

Increased Watson Wyatt's Communications annual revenues from \$50K to \$500K within one year

## **Toronto, 1999 – 2001 - Buck Consultants Ltd**

A global Human Resources consulting firm that helps organizations develop, deploy, and manage their human capital <http://www.buckconsultants.com/buckconsultants/>

### **Role: National Practice Leader, Communications**

Reported To: Chief Operations Officer

Direct Reports: 4 Communications Consultants, 2 Graphic Designers, 1 Production Manager and 3 Contract Consultants – 10 in total

### **Key Accomplishments**

Created an integrated line of customized Sales and Marketing tools to meet the business development needs of 10 practice areas, four regional offices and one alliance partner, ensuring a consistent brand message throughout

Participated in Buck's Future Directions Committee evaluating Buck's competitive performance, providing recommendations for future positioning, competitive advantage and growth

Created a value proposition and brand promise for the Communications Practice accomplishing greater understanding and awareness of the scope of services available

Aligned Buck's internal and external Communications and Marketing messages and initiatives

Implemented new systems, processes and procedures that supported the internal adoption of the new brand positioning for Buck

Lead Buck employees in the successful development of new mission, vision and values statements reinforcing the revised corporate brand

Recruited, oriented, managed and developed a national team of ten Communications associates, operating in two offices, in both official languages

Increased the Communications Practice annual revenue from \$600K to over \$2M in two years

## Previous Roles

### **Consultant/Principal - LJT Marketing Group**

Marketing Communications Consulting, Toronto, 1995 - 1999

### **Project Manager, Research - Schema Research**

Research for the Healthcare and Pharmaceutical Industry, Toronto, 1994 - 1995

### **Marketing Research Consultant - Kubas Consultants**

Retail and Media Research Consulting, Toronto, 1991 - 1992

### **Consumer Affairs Manager**

Miracle Food Mart - 70 Unit Grocery Chain, Toronto, 1989 - 1991

### **Marketing Analyst**

Miracle Food Mart- 70 Unit Grocery Chain, Toronto, 1987 - 1989

## Education

**Business Administration Diploma**, Humber College of Applied Arts & Technology, 1984

**Retail Merchandising Certificate**, Humber College of Applied Arts & Technology, 1985

## Association & Committees

**The International Association of Business Communicators NSW Chapter** Board Member - Events Lead, Website and Sponsorship Committees - 2010

**The International Association of Business Communicators** Speaker – IABC World Conference 2010

### **Canadian Australian Club**

Events, Website Content Manager, Newsletter Contributor, Councilor - 2010

### **Golden Retriever Rescue (GRR), Sydney**

Social Media Advisor - 2010

### **Canadian Australian Chamber of Commerce**

Operations Committee - Membership Portfolio - 2009

### **American Marketing Association (AMA)**

Board Member, Vice President, Media Relations – 2006/2007 Year

## Interests

Running, volleyball, hiking, cycling, snorkeling, gourmet cooking, gardening, entertaining, writing, blogging, travel, photography and furniture refinishing

## Referees

Will be provided upon request or can be viewed through my LinkedIn profile at:

[www.linkedin.com/in/lindajohannesson](http://www.linkedin.com/in/lindajohannesson) or on my website at [lindajohannesson.com/lasting-impressions](http://lindajohannesson.com/lasting-impressions)