

Anna Benson-King

Marketing Specialist

Winnipeg, Manitoba



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Strategic Skills

- Account Based Marketing
- Promotional Initiatives
- Employee Experience Strategy
- Business Strategy
- Business Development
- Product Development
- Technology Planning
- Proposal Strategy & Execution

Technical Skills

- Social Media Management
- Promotional Design
- Graphic Design
- Digital Campaigns
- Sales Campaigns
- Email Marketing
- Website Development
- Event Planning
- Community Engagement
- Corporate Communications
- Proposal Writing

Social Media Expertise

- LinkedIn
- Facebook
- Instagram
- TikTok

Executive Summary

As a seasoned marketing specialist with an extensive background in strategy, rhetoric & design, I craft high-impact promotional materials that showcase every client's unique value offering.

My experience includes telling client stories through various channels such as executive presentations, website & social media platforms, sales collateral, and request for proposals.

I also have a proven track record in organizing conferences, tradeshows, and community engagement initiatives, while also managing advertising, campaigns, and general communications development. With strong skills in corporate communications, I am well-equipped to support and enhance any organization's business development efforts.

Professional Experience

Consultant, Marketing

Epic A Bell MTS Company

2021-Current

Winnipeg, Manitoba

Worked closely as a member of our Senior Leadership Team to manage various strategic activities at an executive level, including Proposal Writing, Marketing & Sales Initiatives, Event Planning, and Community Presence.

Corporate Strategy

Worked with business leaders to discuss, create & implement strategic planning materials at a corporate level, including:

- Business Strategy
- Technology Strategy
- Marketing Strategy
- Employee Strategy

Tools & Analytics

- Microsoft Office
- ConnectWise
- Salesforce
- Adobe InDesign
- Canva
- Vistaprint
- Squarespace
- Figma
- Hootsuite
- Google Analytics, AdWords
- Trello

Soft Skills

- Unmatchable Work Ethic
- Authentic Relationship Builder
- Charismatic Communicator
- Reliable Teammate
- Innovative Storyteller
- Visual Learner
- Detail Oriented
- Creative Problem Solver
- Agile & Resilient Individual

Leadership Attributes

- Natural Born Leader
- Emotionally Intelligent
- Highly Motivated
- Empathetic Communicator
- Active Listener
- Believer in Collaboration
- Results Driven
- Success Orientated

Proposal Writing

Worked with various bid teams to plan, collaborate and ultimately win various RFPs for public & private sector clients, valued at hundreds of millions of dollars.

- RFP Training Material Creation
- Bid Strategy & Pricing
- Proposal Planning, Organization & Compilation
- Proposal Writing

Promotional Materials

Created various physical and digital promotional materials, including, but not limited to:

- Corporate Brochures
- Flyers
- Banners
- Internal Sales Aids
- Corporate Headshots
- Staff Merchandise

Corporate Communications

Worked with high level executives to manage a corporate communications strategy, including:

- Presentations
- Town Halls
- Emails & Communications
- Team Surveys
- Company Events

Event Planning

Acted as a leader for all internal & external corporate events. Planning, execution & public speaking were essential skills that enabled the success of the following:

- Internal Team Engagement Strategy & Execution, including
 - Team Events & Initiatives
 - Social Committee Management & Execution
- External Community Strategy & Execution, including:
 - Trade Shows
 - Conferences
 - Sponsorships

Corporate Recognitions

- Received over 40 Leadership Recognitions sent from over 30 different staff members

Interests & Hobbies

- Always looking to better physical, mental & spiritual awareness
- Avid Canadian explorer & passionate about travelling opportunities
- Enthusiastic about nature, hiking & outdoor adventures
- Lover of surfing, water skiing & boat days
- Passionate about interior design, visualization, planning
- Mediocre artist & drawer
- Believer in the healing capabilities that animals have to offer

Secondary Education

BBA

Marketing & Human Resources

Rhetoric & Communications

University of Winnipeg

2014-2019

Sales Enablement & Client Success

Worked closely with Sales to utilize strategic Marketing initiatives as a sales enablement tool, including:

- Sales Training Opportunities
- Sales Generation & Digital Integrations
- Client Satisfaction Surveys & Client Care
- Community Engagement Initiatives

Digital Marketing Initiatives

Managed all digital marketing initiatives to successfully transform Epic's marketing presence. Resulted in 200% follower increase across key business channels, and nearly 500% increase in online engagement. Success metrics included:

- Social Media Strategy & Planning
- Social Media Presence
- Social Media Analytics
- Online Campaign Planning, Execution & Analysis
- Webinar Planning, Execution & Campaign Integrations

Product Marketing

Planning, Execution & Launch of various IT Products & Services, including:

- Managed IT
- Security
- Cloud Services

Project Management

Strategized, launched & managed various corporate communications platforms, including:

- SharePoint
- Microsoft Teams

Branding, People & Culture

Strategized, launched, and managed internal brand experience plan, including:

- Recruitment Activities
 - Key Post Secondary Partnerships
 - Recruitment Materials
 - Career Fairs & Classroom Presentations
- Internal Initiatives
 - Social Committee Creation & Management
 - Corporate Events
- Staff Satisfaction
 - Team Surveys, Action Plans
- Benefits, Discounts & Corporate Perks

Marketing Coordinator

Epic A Bell MTS Company

2020-2021

Winnipeg, Manitoba

Worked closely with our Senior Leadership Team to manage various marketing activities, including website development, digital presence, and corporate communications.

Digital Marketing Initiatives

Managed all digital marketing initiatives to successfully transform Epic's marketing presence. Success metrics included:

- Social Media Presence
- Social Media Analytics
- Website Planning, Development, Launch, Maintenance & Analysis

Corporate Communications

Worked with high level executives to manage a corporate communications strategy, including:

- Presentations
- Town Halls
- Emails & Communications
- Team Surveys
- Company Events

Branding, People & Culture

Managed various internal brand experience initiatives, including but not limited to:

- Key Post Secondary Partnerships
- Recruitment Materials
- Career Fairs & Classroom Presentations
- Internal Initiatives
- Benefits, Discounts & Corporate Perks

Employee Services Coordinator
Epic A Bell MTS Company

2019-2020
Winnipeg, Manitoba

Acted as a main point of contact for employees, ensuring they receive the necessary support and resources to enhance their work experience.

Onboarding & Orientation

- Facilitated new employee orientation programs to ensure a smooth transition into the organization.
- Prepare and distribute onboarding materials, including employee handbooks, benefits information, and company policies.

Employee Relations

- Served as the first point of contact for employee inquiries and concerns, providing timely and accurate information.
- Addressed and resolved employee issues and conflicts, escalating to HR or management when necessary.

Benefits Administration

- Assisted employees with benefits enrollment, changes, and questions.
- Coordinated open enrollment periods and ensured employees were informed about their benefits options.

Employee Engagement

- Planned and coordinated employee engagement activities, events, and recognition programs.
- Conducted surveys and gathered feedback to improve employee satisfaction and engagement.

Account Manager
SkipTheDishes

2017-2019
Winnipeg, Manitoba

Managed relationships with restaurant partners, ensuring their needs were met and optimized their performance. My role involved providing strategic support, addressing concerns, and facilitating communication to drive mutual success and satisfaction.

Client Relationship Management

- Acted as the primary point of contact for assigned accounts.
- Addressed and resolved partner inquiries and issues promptly.

Onboarding & Training

- Facilitated the onboarding process for new restaurant partners.
- Provided training on platform usage, best practices, and new features.
- Ensured partners were well-equipped to maximize their presence on SkipTheDishes.

Sales & Revenue Growth

- Identified opportunities for upselling and cross-selling SkipTheDishes services and products.
- Collaborated with restaurants to develop and implement marketing and promotional strategies.

Collaboration & Coordination

- Worked closely with internal teams, including sales, marketing, and customer support, to address partner needs.
- Coordinated with technical teams to resolve any platform-related issues.
- Participated in cross-functional projects to enhance overall partner experience.

Market Research & Feedback

- Stayed informed about industry trends and competitor activities.
- Gathered and relayed partner feedback to improve SkipTheDishes offerings.
- Conducted market research to identify potential areas for business growth.