

# Christina Rothwell

## Brand & Marketing Manager | Relationship Builder

📍 Unit 22 - 1525 Elm Rd. Oakville, ON L6H 1W3

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## EXPERIENCE

### Marketing Manager

#### TSC, Rogers Sports & Media

Jan 2017 - Present | Mississauga, ON

- Lead annual retail strategy and planning, executing 100+ campaigns, resulting in +26% promo revenue vs PY, while leveraging data to inform plans.
- Develop creative briefs, go-to-market plans, and project manage campaigns from ideation to launch with excellence, on time and on budget.
- Launched TSC Auto Motives resulting in 20 Hyundai vehicles sold, awareness +11%, buying likelihood +64%. Won Gold at Media Innovation Awards.
- Launched TSC NOW, live digital shopping event, resulting in 8% conversion.
- Drove \$15M+ and 8K new customers in record-breaking Black Friday Event.
- Planned and executed Disney partnership resulting in viewership +200%.

### Brand Manager

#### TSC, Rogers Sports & Media

May 2014 - Jan 2017 | Mississauga, ON

- Led strategy and planning for TSC rebrand in May 2017, resulting in elevated brand health of +5 pts for “brands I love” and +3pts “brand consideration”.
- Planned and executed 5 seasonal brand campaigns a year (Fitness, Fashion, Summer Beauty, Holiday “we sell merry”) with holistic marketing plans.

### Account Manager

#### Suite 66

Nov 2013 - May 2014 | Toronto, ON

- Developed advertising proposals for clients to help drive revenue.
- Key clients: Volkswagen, BlogTO, VancityBuzz.

### Promotions Supervisor

#### Toronto Sun, Sun Media

Mar 2012 - Nov 2013 | Toronto, ON

- Negotiated sponsorship contracts to meet brand objectives and drive revenue.
- Developed sell-sheets and presentations to support ad team drive revenue.
- Led on-site customer engagement events and activations.
- Key clients: Toronto Maple Leafs, Toronto Raptors, Toronto FC, Toronto Argonauts, Special Olympics.

### Promotions Coordinator

#### Toronto Sun, Sun Media

Jul 2007 - Mar 2012 | Toronto, ON

- Developed and managed contests, sponsorships and sales promotions.
- Fulfilled contractual obligations and supported on-site activations.
- Generated 290 vehicle sales for an automotive client via an integrated campaign with the AutoShow.

### Marketing Coordinator

#### Asianwave Magazine

Sep 2006 - Jul 2007 | Toronto, ON

- Managed the magazine’s loyalty program.
- Assisted with production of the marketing media kit.

## LIFE PHILOSOPHY

*“If you become comfortable with uncertainty, infinite possibilities open up in your life.”*

- Eckart Tolle

## STRENGTHS

|                       |                        |
|-----------------------|------------------------|
| Marketing Strategy    | Project Management     |
| Partnership Marketing | Strategic Planning     |
| Digital Marketing     | Teamplayer & Motivator |
| Analytics & Reporting | Positive & Passionate  |

## VOLUNTEER EXPERIENCE

### Secretary

#### Port Credit Volleyball Club

Oct 2019 - Sep 2022 | Mississauga, ON

- Organize team socials to engage membership, manage social media account, and keep meeting minutes as required.

### Lead Coordinator, Marketing Specialist

#### Ice Breaking Care Society

Sep 2009 - Aug 2011 | Toronto, ON

- Led a team of volunteers to raise funds for the earthquake-stricken province of Sichuan, China. Raised awareness and executed events.

## EDUCATION

M.B.A. Lazaridis School of Business

#### Wilfrid Laurier University

Toronto Campus, Part-Time

Mar 2010 - June 2013

B.A. in Economics & Psychology

#### University of British Columbia

Vancouver, BC

Sept 2001 - Jan 2006

## CERTIFICATIONS

Data Analytics Certificate

#### BrainStation

Nov 2018 - Dec 2018

Digital Marketing

#### LinkedIn Learning

March 2023