

Audrey Yates
647.340.0069
audrey.yates@facetimepresentations.com
www.facetimepresentations.com

455 A Parkside Drive, Unit 5
Toronto, Ontario
M6R 2Z8

Professional Summary

I am an experienced marketing and communications professional who is also a web conference consultant and trainer on the Adobe Connect Professional enterprise system. My strong conceptual, analytical and people skills enable me to lead teams, envision projects, create strategies and implement plans from anywhere. As an innovator, I enjoy collaborating in teams and using web conference and training software to meet at any time with rapid speed and improved productivity. I enable a company to increase the pace of their innovative ideas and responsiveness to the marketplace by using technology to rapidly train and communicate. For the past three years, I have led the grant writing, coordination activities and retention of volunteers for a community vegetable garden where the vegetables are donated to neighbourhood food kitchens.

Professional Achievements

Web Conference Trainer and Consultant

Personally invested over 10,000 hours in actively training, consulting and selling Adobe Acrobat Connect Professional on a Canadian and Caribbean basis, including the development of a training program with proprietary training content developed with Adobe Captivate software. A video resume recording, using Adobe Connect Professional software, is found on my website at www.facetimepresentations.com.

Community Garden Developer

Led a volunteer team, retained volunteers and developed a "giving garden" concept where vegetables and herbs are donated to people in need in the local community www.thegardenparty.ca.

Marketing & Communications Consultant

Consulted with several Atlantic Canada companies and conducted SWOT analysis, developed marketing plans, implemented market research surveys, created brand identity and communication campaigns. Directed communication campaigns for Sempra Atlantic Gas as well as the Buckley's Music account which won a Best of Show Award at the first annual advertising award show for Atlantic Canada

National Media Director

Lead media strategy at Labatt by collaborating with brand and regional marketing management teams and guiding partner agencies on corporate policies and the planning process. Led and launched Labatt's first web site as well as created many innovative new media partner programs.

Directed a national media buying team on the negotiation and implementation of media strategies for Initiative Media's national advertising clients such as Molson, General Motors, Royal Bank and Imperial Oil.

Professional Experience

| | |
|---|--|
| Web Conference Consultant & Trainer: | Facetime Presentations Halifax, Sydney & Toronto 2004 - 2010 |
| Marketing Consultant: | Tactics Marketing Halifax, Nova Scotia 1999 - 2000, 2003 |
| Account Director: | SGCI Communications Halifax NS & Sackville NB, 2001 - 2002 |
| National Media Manager: | Labatt Breweries of Canada Toronto, Ontario 1994 - 1998 |
| Vice President Broadcast Director: | Initiative Media Toronto, Ontario 1984 - 1994 |

Education

| | |
|---|--|
| Adobe Acrobat Connect Professional | Academic User Community - 2008/09 Adobe Reseller - 2009 Adobe Solution Partner - 2008 Adobe Connect Sales - 2005 Breeze Technical Certification - 2004 |
| Train the Trainer Certificate | Henson College Dalhousie University - 1999 |
| Strategic Management Certificate | St. Mary's & York University - 1998 |
| Institute of Canadian Advertising | Certified Advertising Agency Practitioner (CAAP) Toronto, 1981-1983 |
| Acadia University | Bachelor of Business Administration Major: Marketing Acadia University, Wolfville, NS - 1975 |

Professional Development

Guest Speaker

Community Gardening; Positioning a Technology Company;
Managing Relationships not the Deal; Creating Partnerships

Volunteer Activity

Cape Breton Orchestra; Feed Nova Scotia; Halifax Westmoor Horticultural Society; Brain Industry Association of Nova Scotia; Neptune Theatre; Halifax Chamber of Commerce; YMCA Big Cove Camp; Junior Achievement; Muriel Ave. Street Party Initiator; Acadia Alumni; Sleeping Bags for the Homeless

Excellent Verifiable References Available Upon Request