

TODD COLE

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PROFILE

- Confident, results-oriented leader with extensive experience in marketing, business and economic development.
- Dynamic leader and team builder, consistently motivating others towards success. Blend a “can-do” management style with vision, tenacity and team leadership.
- As owner of a consulting firm, providing planning, marketing, financing, and facilitation services to a multi-industry client base.
- Self-motivated professional with strong communication, organizational, financial and analytical skills.
- Proven sales track record and strong successful background in marketing and promotions, with a flare of creativity and solid graphic design skills
- Extensive knowledge of local/regional/provincial governments, business community and community/regional development stakeholders and the key opportunities and challenges that are presented.
- Thrive on opportunity to drive processes and results.

EDUCATION

- **B.Comm. (Co-op)**, Concentration in Marketing, International Business and Entrepreneurship, MUN, 1996. *Other courses were completed in each of the following study areas: accounting, finance, research, human resources/labour relations, law, organizational behaviour/theory, management, policy, economics, statistics, etc*
- **International Business & Marketing** (Exchange), University College Dublin, Ireland, Fall 1995

EXPERIENCE

Owner – “Marketer & Ring Leader”, Pure Marketing & Design, Clarenville

February 2006 to Present

- Researching, developing and implementing comprehensive communications and promotional materials for the firm and clients – web, print and other media.
- Primary consultant providing services in the following areas: business and strategic planning; marketing and communications; organizational planning; funding/financing strategies and proposals; financial analysis and forecasting; feasibility analysis; market research and analysis; tourism planning; training.
- Working closely with clients to assess their needs, refine the concept and strategies to reflect a business model or marketing model that works in the “real world”, and as such, coaching and consulting with clients through start-up and growth phases and implementation of the business or marketing plans.
- Identifying and securing key contracts and clients

- Account management; collections; firm and project scheduling; budgeting; etc.

Assistant Manager, Cabot Recreation & Automotive, Clarendville

July 2002 to Jan 2006

- Managing various aspects and functions of this market-leading recreation dealership.
- Primarily responsible for all marketing and advertising; sales team motivation and leadership; merchandising and floor-plan layout; and major unit inventory management.
- Responsible for managing the RV inventories at this location and the two sister-companies under the umbrella of Coastal Marine & Recreation, Mt. Pearl and Carbonear; which included product/option selection and ordering; pricing; coordinating shipping and inter-company transfers; budgeting and marketing.
- Responsible for the majority of the “financing and insurance” products, consulting with customers on their needs and assisting the sales team in selling these products.
- Besides the management responsibilities, was the leading sales person – in both number of units and gross profit for approximately 36 of the 42 months.
- Developed and maintained various customer retention/loyalty programs; dealt with customer service issues – both with the customers and follow-up controls internally.

Owner & President, Fisher Associates Proposals & Business Plans, Clarendville

1998 to 2003

- Co-founded the firm in late 1998. Responsible for all aspects of the business.
- Primary consultant providing services in the following areas: business and strategic planning; facilitation and training; marketing and communications; organizational planning; funding/financing strategies and proposals; financial analysis and forecasting; feasibility analysis; market research and analysis; tourism planning; training.
- Recruited, trained and managed a team of regional account managers, researchers, planners, writers and other sub-contractors throughout the province. Created a positive work environment through objective-based, proactive management.
- Worked directly with over 75 clients representing municipalities, regional economic development boards, development associations, provincial and federal government departments and agencies, tourism associations, business cooperatives, industry associations, new and existing businesses and entrepreneurs.
- Worked closely with clients to assess their needs, refine the concept and strategies to reflect a model that works in the “real world”, and as such, coached and consulted with clients through start-up and growth phases and implementation of the business plan.
- Successfully identified and secured key contracts and clients, as well as built and maintained positive and productive working relationships resulting in numerous repeat clients, assisting many through the life-cycle of the venture with appropriate after-care support.
- Evaluated financing/funding needs, identifying and recommending options and developing financing strategies for the firm and clients.
- Developing and implementing communications and promotional materials for the firm and clients.
- Account management; collections; firm and project scheduling; budgeting; etc.
- Primary relationship manager for business, government, industry and development agency representatives.

Marketing Manager, Clarenville Reg. Tourism Initiative/Clarenville Area Chamber of Commerce
1997 to 1999

- Promoted and enhanced the development of the tourism industry in the Clarenville Area.
- Provided strategic direction and developed marketing/action plans for CRTI and Chamber.
- Fulfilled the function of economic development officer for the Chamber in association with the Town of Clarenville, including identifying and pursuing specific opportunities in various sectors.
- Selected and utilized various media to promote the Clarenville Area. Conceptualized, designed and produced numerous promotional materials.
- Coordinated and worked with a committee of representatives from public and private sectors.
- General management and financial duties such as bookkeeping, funding/financing, budgeting, collections, and human resource management.
- Provided management, planning and marketing services for the Winter Games

Marketing Director, Natural Media & Printing, Clarenville

1996 to 1997

- Identified and secured key accounts for this marketing and communications company.
- Provided consulting services and strategic direction for Natural Media and numerous clients.
- Conceptualized, designed and produced promotional materials for Natural Media and clients.
- General management duties such as project management, bookkeeping, human resource management.

WORK TERM POSITIONS

- **Special Programs Representative**, Labatt Breweries, St. John's, Spring/Summer 1995. Represented Labatt at festivals and special events. Coordinated promotional programs to increase awareness and position the Labatt Lite brand throughout the province.
- **Information & Communications Coordinator**, Career Information Resource Centre (CIRC), Clarenville, Fall 1994. Produced a series of "profiles" of the provincial growth sectors. Assisted in the development of a communications plan for the CIRC's throughout the province. Produced a handbook to help clients understand the provincial labour market. Assisted clients with aspects of career planning.
- **Graduate Recruitment Officer**, MUN, St. John's, Winter 1994. Promoted MUN's students and recruiting services to businesses across Canada. Assisted students in securing employment.

SKILLS

- **Financial** - Financial analysis and evaluation; feasibility studies and assessment; budget preparation and administration; forecasting; cash flow analysis; project management; account management and collections.
- **Management** - Small business management; non-profit organization management; strategic/marketing/ business planning; company formation/start-up consulting; operations and financial analysis; policy and procedure development and implementation; project management; multi-project management and multi-tasking; workflow; quality control.
- **Human Resources Management** – Motivating and leading; recruiting, training, mentoring and supervising; relationship and team building/management; scheduling; delegating; employee relations; conflict resolution.
- **Marketing & Communications** - Research and analysis; market estimates and projections; strategic planning, market management and administration; Internet-based marketing; public relations; presentations; group facilitation; creative concept development, execution and evaluation; graphic design; sales; advertising and promotions.
- **Sales** – Identify opportunities & qualifying customers to determine needs and realistic outcomes; presenting product and service information in a professional “down to earth” manner that can relate to the targeted client; making sales propositions; closing deals; and client follow-up.
- **Writing** - Business plans; marketing plans; communications plans; feasibility studies; funding/financing proposals; sales proposals; press releases; advertising copy; brochures.
- Extensive experience in all aspects of business planning, proposal writing, marketing and economic development.
- Hands-on experience in many sectors of the economy – tourism, IT, e-commerce, agriculture, fishery and aquaculture, education, mining and dimension stone, personal and business services, arts and crafts, retail, high-tech, agrifoods, food and beverage, yachting/cruising, etc.
- Demonstrated skills in leadership, organization and group motivation.
- Strong financial, evaluative, research and analysis skills.
- Superior interpersonal skills.
- Excellent written, oral and electronic communication skills.
- Thorough knowledge of computers and software packages; advocate of effective use of technology to promote and enhance individual and team productivity.
- Good initiative and work ethic.

ACTIVITIES, ACCOMPLISHMENTS & AFFILIATIONS

- **Planning Director**, Discovery Outdoors Marketing Group, Discovery Trail Tourism Assoc., 2006
- **Executive Member**, Clarendville Rotary Club, Membership Recruitment Chair, 2001-02
- **Member**, Clarendville Area Chamber of Commerce, 1998-2002
- **Chair**, Shoal Harbour Community Enhancement Committee, 2001-02
- **Member**, Information Technology Advisory Committee, Discovery Regional Development Board, 2001

- **Member**, Newfoundland Association of Technical Industries (NATI), 2000-02
- **President**, Clarenville Men's Basketball League, 2001-02 & 1997-99
- **PR Chair**, Clarenville Winter Carnival Committee, 1997-99
- **Member**, Marketing Committee, Discovery Trail Tourism Association, 1997 & 1998
- **Trustee**, Clarenville High Scholarship Trust Foundation, 1998 & 1999
- **PR Chair**, Provincial 4-H Exhibition & Agriculture Show, 1998
- **Coach**, Eastern Region Winter Games Basketball Team and Clarenville High Team, 1998 & 1999
- **Director**, Clarenville Telematics Awards Committee, 1998 & 1999
- **PR Director**, 1997 Canadian Midget Boys Fastpitch Championships
- **Marketing Coordinator**, Planning Committee, Terra Firma Telework Conference, 1996
- **Member** of University College Dublin Varsity Basketball Team, 1995
- Back-packed around Europe, Summer/Fall 1995 & Summer 1997
- Enjoy variety of sports, such as basketball, golf and skiing; travelling; music and outdoor activities