



**SHANNON FOSTER, B.Comm, CAAP**  
**PRINCIPAL**

**PROFILE**

### VALUE PROPOSITION

With over twenty years of experience, Shannon has provided strategic council and unparalleled customer service to her clients while working at notable advertising agencies, both large and small, and as a business owner. Her portfolio includes a variety of industries such as retail, communications, business services, oil and gas, home building, real estate development, not-for-profit, entertainment and automotive. In addition to acute account management capabilities, Shannon's skills include strategic planning, business development and training, sales, copywriting, content writing, graphic design, website development, search engine optimization and social media. Shannon's clients benefit from her creativity, keen marketing sense and business acumen while appreciating her devotion to brand integrity, time management and budget discipline.

### SELECTED ACHIEVEMENTS

- Coordinate, write and design all marketing and collateral needs for Osborne Interim Management. Redesigned and built content for the relaunch of its website, including a defined search engine optimization strategy.
- Provide ongoing marketing and social media support for a not-for-profit client, including membership, advocacy and event campaigns.
- Represented IT consulting company's largest account, the Royal Bank of Canada, and increased revenue from \$0.5 million to over \$3 million in less than one year.
- Mastered the art of cold calling and booking meetings with new business prospects, which resulted in new business accounts amounting to over \$1 million in yearly revenues.
- Wrote a communications plan that redefined the brand identity and marketing strategy for Cedarglen Homes, helping to increase its industry position from fifth to second. The plan set the foundation for the redesign of the logo, all collateral, signage and sales centres.
- Identified strategies and implemented an integrated campaign for the 2003 Calgary Stampede 10-day event. The campaign consisted of television, radio, transit, newspaper, urinal and wild postings. Despite decreased tourism due to national issues, attendance and revenue remained level.
- Launched a successful new community (Garrison Green) including full advertising campaign, logo design, collateral, sales centre displays and interior/exterior signage program.
- Negotiated and successfully executed a multi-level marketing contract between Star Choice Communications and The Beer Store in Ontario.
- Developed value-added promotions for General Motors of Canada to increase sales and market share, including the "Win More Horsepower" promotion that increased truck sales an average of 120%.
- Created, published and sold The Decorator's Journal - a décor organizational book. Sold the product to over 65 retailers, including Urban Bar, a national chain. Also established a customization program and sold it to Homes by Avi.
- Developed design, navigation and functionality for an iPhone app, DécOrganizer, that was available for sale in the Apple App Store (sold the app to lushpad.com in January 2014).

### PRIOR EXPERIENCE

- Osborne Interim Management (Director, Marketing & Communications) in addition to contracts as a Principal:
  - Western Canadian Wheat Growers Association: Communications Specialist (November 2017 - Present)
  - YouQuest: Marketing Strategy, Graphic Design, Copywriting (May 2018 - Present)
  - Lifetime Adventures Travel: Social Media (June - September 2016)
- Defero Communications (contract assignments for various clients) (November 2010 - Present)

### QUALIFICATIONS

- Bachelor of Commerce - McMaster University, Hamilton, Ontario
- Professional Selling Skills 1 & 2 - Learning International, Toronto, Ontario
- Certified Advertising Agency Practitioner (CAAP) - Institute of Canadian Agencies