Arlette Abbe

5503 River Road  
Ladner, BC, V4K 1S8  
Tel: 604-721-8521

[abbe.arlette@caramail.com](mailto:abbe.arlette@caramail.com)

**OBJECTIVE:**

* A contract position as Product Communications Manager

# hIGHLIGHTS:

* Depth and breadth in marketing communications gained through five years experience in high-tech industry promoting both products and services to the industrial arena
* Proven track record in conceptualizing, planning and executing strategic marketing and communication plans across North America and worldwide
* Able to collaborate effectively with representatives from management, engineering, and creative departments
* Superior organization skills, able to direct multiple initiatives simultaneously with competing priorities

# PROFESSIONAL experience

###### Sales and Marketing Services Manager (Contract position) October 2002 - May 2003

Level 9 Sound Designs, Vancouver, Canada ([www.monsoonaudio.com](http://www.monsoonaudio.com))

:a leading designer, manufacturer and marketer of flat panel loudspeakers

* Carry out marketing communications strategies involving trade shows, advertising, product packaging, literature preparation and web content
* Responsible for overseeing Customer Service to ensure client satisfaction for service and support issues. Compile sale reports (weekly, monthly, point-of-sales and forecast sales report)and address queries from sales managers, manufacturer’s representatives, distributors and direct customer accounts
* Primary contact for Asian OEM requests from the parent company

###### Marketing Manager, Corporate Events April 2000 - August 2002

###### Mindready Solutions, Montreal, Canada,

Mindready provides test engineering, manufacturing automation and real-time communications solutions to the telecommunications industry. [www.mindready.com](http://www.mindready.com)

* Establish and execute annual marketing communication plan in conjunction with the Marketing Director:
* Coordinate the conception, production and printing of all product and service collateral
* Create, manage and implement product launch plans (press releases, product demonstration schedule, datasheets, website updates and newsletters) in collaboration with product and sales managers
* Develop marketing coop programs with key channel distributors and technology partners in order to maximize Mindready ’s visibility
* Develop new packaging for the Real-Time product line
* Evaluate and select market studies for Mindready’s business development department.
* Gather and assess competition data
* Develop and maintain relationships with editors for product and technology reviews as well as application stories; monitor editorial calendars to ensure maximum exposure
* Assess and select direct mail listings through industry associations, show organizations and specialized technical magazines
* Manage all aspects of trade shows as well as corporate and partner events
* Create and manage multiple budgets for above marketing activities
* Perform cross functionally with sales, production, support, engineering and finance to ensure objectives are in alignment
* Select and negotiate with various suppliers, such as transport companies for international trade shows, printing companies, graphic agencies and public relations agencies

###### Communications Coordinator 1999 - March 2000

Miranda Technologies, Montreal, Canada 1996 - 2000

Miranda is a world leader in the design, manufacture and marketing of video infrastructure products and solutions for the broadcast, post-production, AV, and video networking markets [www.miranda.com](http://www.miranda.com)

* Execute marketing communication plans during the director of marketing’s 15 month leave:
* Coordinate the design, revision, production and printing of the annual corporate catalog (arrange schedules with European operations centers, engineering and product development departments, also proofed text and product picture submissions)
* Coordinate the creation, production and printing of datasheets and folders for Miranda’s markets: HDTV, Audio-Visual, Broadcast and Post-Production
* Coordinate web content and provide Miranda’s web master with updated or new text, pictures and technical information
* Select and meet with major Montreal advertising agencies to coordinate the 2000 ad campaign
* Create ads in conjunction with advertising agencies
* Booking advertising space with international magazines and Miranda’s public relations agency
* Work closely with Miranda’s public relations agency to coordinate news releases, user stories and product reviews; meet with editors and ad representatives at trade shows
* Ensure branding consistency (message and graphical artwork)
* Assess ad campaign results through ad-hoc evaluation
* Manage marketing communication budget
* Perform cross functionally with research and development, production, product management and sales

###### International Sales Administration Manager 1996 - 1998

* Supervise sales administration team
* Process sales orders and release daily shipments based on book orders
* Liaise with international customers about status orders, repairs, returns and loans
* Evaluate and forecast customer needs.
* Coordinate worldwide exports and transport for international trade shows; work closely with transport companies, customs and brokers
* Prepare necessary commercial and export documents including commercial invoices, temporary import bonds (TIB for shows and loans), certificates of origin and letters of credit

###### Accounts Payable Assistant 1994 - 1995

Chubb Fire, High Wycombe, England

* Responsible for supplier’s invoice payments

# INternships

**Warner Brothers Records, Nashville, USA** December 1992 - March 1993

**Marketing Department:**

* Participate in the marketing plan for the release of a country music album: sales networks, video production, tour planning, and pricing

**Landis Gyr, Sevilla, Spain**  February - July 1992

**Accounts Department:**

* Assist the controller with payables and receivables
* Processed customer cash deposits, withdrawals, cheques, transfers and money orders
* Balanced daily transactions

**Elsenham High Quality Foods, Bishops Stortford, England** September 1989

**Export Department:**

* Sales analysis by country and product

**Frigo SA, Barcelona, Spain,** June 1989

###### Marketing Department:

* Sales analysis by distribution network

# education

###### BA, Honors Degree in International Business Administration 1990 - 1994

###### Major: Marketing

###### Brunel University, Chalfont St-Gilles, England

###### Kutztown University, Kutztown, Pennsylvania, USA August - Dec 1992

Exchange Program

**Languages:** French, English and Spanish

###### Reference available upon requests