
Nicole Marenick

Nicole is a research and administrative assistant at the Value Chain Management Centre, part of the George Morris Centre. She has a background in marketing and communications, research design and implementation, analysis and project management. Nicole has worked with a wide range of retailers, research and advertising agencies, and has developed and managed consumer focused marketing plans. She holds an Honours Bachelor of Arts degree from Wilfrid Laurier University in Waterloo and a Postgraduate Diploma in Marketing from Warwickshire College in the UK.

EXPERIENCE

2007 - Present

Research and Administrative Assistant, Value Chain Management Centre, George Morris Centre, Guelph, Ontario

Projects include: Canadian domestic branding, local food initiatives, identifying viable niche market opportunities for the pork industry and the National consumer data project in partnership with Ipsos Reid Agriculture and Agri-Food Canada, the Canadian Pork Council, Chicken Farmers of Canada, the Canadian Sheep Federation, and the Ontario Veal Association.

2005-2007

Marketing Consultant, Self Employed, Oakville, Ontario

Provided project management and marketing support as contracted by clients

1998-2004

Marketing Communications Manager, Ravensburger Ltd, Oxfordshire, England

- Managed marketing plans and controlled budget in excess of 700,000 pounds
- Managed research projects to enhance product development, branding and test ad campaigns (UK and international)
- Analyzed consumer data (EPOS); identified trends and suggested market opportunities
- Managed all aspects of trade and consumer advertising and live events
- Collaborated with international colleagues to maintain consistent branding and develop new products
- Supported sales team on key accounts regarding new product introductions, merchandising and promotions
- Managed UK content on international website
- Distributed media interviews and editorials via TV, radio, internet

2003 (concurrent with Ravensburger position)

Radio Presenter, FM102 The Bear, Warwickshire, England

- Researched, wrote and presented short weekly review of electronic games called GameZone.

1997-1998

Senior Sales and Marketing Administrator, COMTEC Translations, Warwickshire, England

- Responsible for new business development via telemarketing, direct marketing and client visits
- Managed two full time staff and two part time telemarketing staff

1995-1997

Marketing Coordinator, National Packaging, West Midlands, England

- Managed new direct marketing campaign aimed at small to medium sized customers. Assisted in regional staff training on the launch. The expected first year sales were five million pounds.
- Proposed and managed staff incentives and corporate hospitality with three major campaigns and four hospitality events per year
- Initiated, wrote and distributed monthly staff newsletter
- Briefed, negotiated and managed relationships with agencies and suppliers for printed materials, corporate hospitality, internal promotions and exhibitions
- Created presentations and reports for management, board meetings, corporate events and training seminars

1995

Office Assistant, Corporate Development & Community Relations, Training & Adjustment Board, Ministry of Skills, Training & Development, Government of Ontario, Toronto, Ontario

- Organized public meetings, consultations and conferences across Ontario. Attendance varied by event from 15-1500 people.
- Assisted with public relations and administration of provincial training organizations and stakeholder groups

EDUCATION

2000 **Postgraduate Diploma (ACIM)**, Chartered Institute of Marketing
Warwickshire College, Leamington Spa, Warwickshire, England

1994 **Honours Bachelor of Arts**, Political Science (major) Communications (minor)
Wilfrid Laurier University, Waterloo, Ontario

- Awarded four year scholarship based on academic and extra curricular merit
- Volunteer of the Year Award, 1994