

DEIDRA JONES

SALES & MARKETING



416-822-6489



dee@jonesapr.com



[linkedin.com/in/deidrajones](https://www.linkedin.com/in/deidrajones)



www.jonesapr.com

EDUCATION

DIPLOMA IN
ADVERTISING & PR
St. Lawrence College
2000

DIPLOMA IN
FASHION DESIGN
St. Lawrence College
1993

EXPERTISE

Sales

Marketing

Public Relations

Client Liaisons

SEO & Analytics

Web Development

PROFESSIONAL PROFILE

To obtain a position that will enable me to use my strong sales skills, marketing background, technical knowledge and persistence to create a real connection with clients.

EXPERIENCE

SALES MANAGER

Pocket Cocktails | September 2008 - Present

- Sales/Marketing for Website Development, SEO, KPI's, Social Media, work for local and TSX listed firms
- Performed Sales, Marketing and PR resulting in over 5 million iPhone, iPad and Macintosh app downloads
- Secured a integrated sponsorship with Grey Goose Vodka
- Obtained Marketing exposure with active campaigns resulting in North American coverage: Food & Wine Magazine, New York Times, People StyleWatch, Entertainment Weekly, CTV, CityTV, The Doctors TV Show, cNet, Macworld, Men's Journal and Front page coverage on the Telegraph Journal
- Over 100,000 Social Media followers

MANAGER OF INTEGRATED ACCOUNTS

Rogers Marketing Solutions | 2001-2008

Sold, created and managed integrating marketing strategies that included print, radio, web, online contests and events for Fortune 500 Companies.

- Produced campaigns for L'Oreal, Ford, Unilever, GM, and Nestle
- Worked with Several large Toronto Advertising Agencies (PHD, OMD)
- Sold several first-time accounts for Rogers Marketing Solutions, including Pizza Pizza, Nestle, GM, City, Alberto Culver, SlimFast and Mazda

ROGERS SALES AWARDS

- President's Club (Top 5% of all Rogers Media Salespeople) - 2004-2007
- 2007 Ted Rogers Innovation Award for Online or Integrated Advertising Sales
- Best Collaborative Sales Case Award
- Most Innovative Sales Solution Award