

# DEIDRA JONES

## SALES & MARKETING



416-822-6489



[dee@jonesapr.com](mailto:dee@jonesapr.com)



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



[www.jonesapr.com](http://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

333 Bloor Street East, 6th Floor  
Toronto, ON M4W 1G9  
Tel. (416) 764-1799  
Fax: (416) 764-1802  
brian.segal@rci.rogers.com

**Brian Segal**  
President & CEO  
Publishing

Dear Deidra,

I am writing to thank you for your wonderful words and unnecessary but so appreciated gifts.

We will miss you enormously and will always have a place for you should you ever wish to return.

Your contributions to logos and your leadership, drive and inventiveness will not easily be replaced. I am so grateful for your enormous achievements and wish you well in the period ahead.

Warmest personal regards

Brian