

SUSANNE WONG

ENTERPRISING • PERSONABLE • METHODOICAL

77 PONDTAIL DR • SCARBOROUGH, ON
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September 15, 2020

Rob Belvedere

Vice President of Sales

Pro Ingredients Inc.

330 Queen St. S

Mississauga, ON L5M 1M2

Dear Mr. Rob Belvedere,

I was excited when I came across the Account Manager job opening at Pro Ingredients. I am a seasoned professional with 5 years of experience as a marketing project manager and have been focused in the cosmetics industry for the past 3 years in account management. I have successfully accomplished projects from project initiation, planning, development, documentation, and execution. My goals and aspirations are perfectly aligned with Pro Ingredients' mission and vision making me the ideal candidate for the role.

Food is life to me. Not only do I love to eat, I love knowing the science of food demonstrated from my background in Applied Human Nutrition and Food Science from the University of Guelph. I love seeing how food is comes from the farms, to manufacturing, packaging, merchandising, and marketing to seeing people engage with food. Food tells stories and connects everyone that is why I spent three years volunteering on TO Fest's organizing committee because I wanted to meet the restauranteurs who risk it all to make an impact in the Toronto food scene and the social media moguls that influence the city.

For the past 3 years I worked at Crystal Claire Cosmetics, a cosmetics manufacturer for many international Fortune 500 clients. In my role as an Account Manager I was a collaborative, supportive and proactive member of the team where I successfully launched over 50 products from conception to shipment across several accounts while ensuring formulations met standards and protocols. My product launches were cost efficient and exceeded all targets ahead of schedule (1.5 weeks on average). I provided client service and support day-to-day ensuring effective execution of client company objectives in developing requests with competing deadlines. Working closely with clients and internal teams, I developed strategies by conducting market research, targeting new prospective audiences to drive sales. I can offer the same fast-paced, detail-oriented approach to account management at Pro Ingredients.

I am eager to talk more about past and similar projects in which I can drive innovation. Please contact me at your earliest convenience so that I can learn more about Pro Ingredients' goals and how I can assist in reaching them. Thank you for your time and consideration.

Best Regards,



Susanne Wong

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- **Seasoned sales & marketing professional.** Over 5 years of extensive marketing, project management and sales experience obtained through retail, CPG, manufacturing, agency and new start-up organizations
- **Dynamic leader and team builder.** Proven track record of success in managing large scale projects and smaller ventures, consistently providing motivation and reinforcing collaboration among associates
- **Affinity for innovation.** Extraordinary aptitude for identifying creative ideas and translating this innovation to be used for problem-solving and decision making, as seen during the development promotional campaigns
- **Technical aptitude.** Microsoft Office, WordPress, MailChimp, Social Media, SAP, Magento, Asana
- **Multilingual capacity.** Fluent in English, Cantonese, Mandarin, German (B1) and basic French

Educational Background & Certifications

Fundamentals of Digital Marketing

April 2020

Google Digital Garage

WSET (Wine & Spirit Education Trust), Toronto, ON, Canada

February 2016

WSET Level 1 Award in Wines (QCF)

HubSpot Inc.

November 2014

Inbound Marketing Certificate

George Brown College, Toronto, ON, Canada

September 2013 — August 2014

Strategic Relationship Marketing Postgraduate Certificate

University of Guelph, Guelph, ON, Canada

September 2008 — April 2012

Bachelor Applied Science, Applied Human Nutrition Major, Food Science Certificate

Relevant Experience

Account Manager | *Crystal Claire Cosmetics*, Toronto, Canada

November 2016 — June 2019

- Managed daily operations ensuring products and services were delivered in a timely manner for over 5 accounts including ULTA, Mary Kay, Boticario, SUVA, Pacifica, Deck of Scarlet, Amway and Burt's Bees
- Built brand awareness by leveraging an in-depth understanding of market and consumer research to improve customer experience and needs to drive revenue growth by identifying and filling product gaps
- Championed the SAP implementation cycle as a super user and trained a team of 7 end users to the system
- Led the implementation of project management standards, performance reporting, tracking tools, and standards to establish a stable framework that supported all project teams and stakeholders ensuring the success of each project from beginning to end
- Prioritized development activities with cross functional teams (R&D, distribution, finance, operations, engineering) to assist in determining the best technical implementation methods while working closely with QA on acceptance testing to successfully launch over 50 high quality product experiences
- Closed \$7.2M in 2018 (30% above goal) in overall sales volume

Account Coordinator | *Lime Advertising Inc.*, Toronto, Canada

November 2015 — October 2016

- Coordinated the flow of projects from initial brief to execution through response to internal/client related requests, in tandem with the preparation of weekly project/campaign status reports and timelines

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- Created and launched print and digital marketing materials (including newsletter campaigns, blogs, email campaigns, social media and direct mail) to cultivate client communities and achieve business goals
- Conducted proofreading and oversaw final agency and client approvals with creative team ensuring that all written copy and art complied with policies, procedures and standards
- Monitored, analyzed and tested all on-going campaigns for over 30 social media accounts to translate anecdotal or qualitative data into recommendations and plans for optimization
- Developed project/program budgets and monitored the billing and budgeting process; including purchase orders, invoice payments and reconciliation of expenses

Field Specialist (Contract) | Mosaic Sales Solutions, Toronto, Canada **February 2015 — March 2016**

- Supported the development and execution of marketing strategies for each on-site retail/field event
- Coordinated retail events and/or field campaign activities including setup, visual merchandising, advertising and inventory control for brands including Coca-Cola, General Mills, LCBO and Dairy Farmers of Canada
- Interacted with consumers to connect them to brands being featured to create a memorable experience
- Drove sales and profitability through proper merchandising and overall presentation of specific departments

Sales and Marketing Coordinator (Contract) | Wellness Foods Inc., Toronto, Canada **April 2015 — June 2015**

- Procured packaging and in-store material that met company branding standards, timelines and optimal costs
- Monitored and approved all product and related submissions, design, packaging, POP displays, marketing, TMs, sell sheets, etc. for hand-off to printers and other suppliers for smooth production workflow
- Worked with the sales and marketing teams to coordinate and develop new products, new packaging and promotional strategies to strengthen brand equity and alignment to brand positioning
- Developed online merchandising strategies on Magento and third party websites through the use of customer analytics and online best practices to increase conversion and optimizing category performance

Media Relations Coordinator | TO Food Fest, Toronto, Canada **May 2012 — April 2015**

- Collaborated with vendors to understand business objectives and formulated marketing strategies that effectively balanced long-term brand-building with short-term financial results
- Managed the end-to-end email production process and campaign calendar, which included the setup and deployment of all email campaigns within the MailChimp platform (including minor HTML coding)
- Developed and implemented TO Food Fest's digital strategy through creative storytelling and execution on Facebook to support a wide-range of marketing, communications and public engagement initiatives
- Measured the effectiveness of digital communication efforts using Google Analytics, Facebook Insights and reporting systems to share key insights and identify opportunities for improvement to grow brand awareness

Merchandising Assistant | T&T Supermarket Inc., Toronto, Canada **August 2012 — September 2013**

- Drafted weekly promotion reports for the Dairy and Frozen department, outlining over 150 items weekly
- Supported store performance evaluation and inventory management by ensuring distributions reflected performance and trends
- Evaluated in-market effect related to advertising, new product introductions, pricing, consumer promotions and retailer support through monthly and quarterly performance summaries to support executive reviews