

RESUME ADDENDUM

EDWARD
MUNRO

MARKETING AND ADVERTISING ACCOUNT SERVICE LEADER

Professional Work History

ACCOUNT SUPERVISOR • 1998 Wasserman & Partners Advertising

Oversaw accounts for \$32 million (CDN) advertising agency. Developed ad campaigns, assisted with formulation of creative materials, and produced internal communications, including manuals and operational guides.

Major Contribution:

Achieved 12% increase in passenger traffic for West Coast Express during a three month period.

ACCOUNT MANAGER • 1993 – 1997 Foote, Cone & Belding (DOME/FCB)

Managed clients such as Mazda, Concord Pacific Developments, and others for \$18 million (CDN) agency. Prepared creative briefs, researched competitors for clients, evaluated price points, and wrote weekly contact reports. Directed production of print, TV, and radio spots, brochures, corporate videos, POP displays, and other collateral.

Major Contributions:

Produced 26 issues of monthly promotional magazine for Concord Pacific Developments.

Oversaw trade advertising for large port facility in Vancouver.

Managed media promotions and newspaper and outdoor advertising for Walt Disney's World On Ice

Career Notes: Previously held positions

PUBLIC RELATIONS MANAGER • 1992 - 1997 Corporate Strategies Group, Inc.

MEDIA RELATIONS OFFICER • 1993 Clinton/Yeltsin Vancouver Summit