

# Marketing Career Night

Coordinated by the Career Centre, UT Mississauga  
in partnership with The Student Management Association

## Alumni Guest Speakers:

Janice Rudkowski	Director of Communications and Marketing, Career Edge
Sarah Lieberman	Corporate Affairs Specialist, Tarion Warranty Corporation
Ines Argiriu	Senior Account Executive, Maclaren Momentum, a division of Maclaren McCann
Tracy Wilder	Private Consultant
Farah Bunni	Marketing Specialist, TechTrex Inc
Azim Alibhai	President, The Media Cottage
Mark Rouse	VP & Practice Lead, IQ Partners

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**[www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers)**



## Panelists

**Janice Rudkowski**, *Director of Communications and Marketing, Career Edge*

Janice Rudkowski is Director of Marketing and Communications at Career Edge Organization, a national not-for-profit that provides meaningful work experiences through paid internships to recent graduates, graduates with disabilities and internationally qualified professionals. Janice's passion to give back to her community led her to re-direct her career in 2007 and apply her solid private sector strategic business experience to the not-for-profit sector. Janice's broad private sector background includes progressive roles in Brand Management, Licensing and Sales within diverse industry sectors such as Fashion, Consumer Packaged Goods, Healthcare and Toys. Her specialty is brand rejuvenation and in this capacity she has managed well-known brand names such as Pond's, Dove, Barbie, Polly Pocket, One a Day Multivitamins and Flintstones Vitamins. Janice holds a BAA from Ryerson University and an MBA from York University.

**Sarah Lieberman**, *Corporate Affairs Specialist, Tarion Warranty Corporation*

Graduated from University of Guelph in Criminal Justice & Public Policy, was interested in criminal profiling. After completing a Serial Murder course in second year, realized that criminal profiling was not the best road as a career and for my mental state! At that time I became involved in the marketing society and started organizing events. I planned a very large singles event at a three level bar, sponsored my Lifestyles Condoms, which stayed at capacity the entire night. I was sold into PR after that. While in College for Corporate Communications I was the Brand Ambassador for Viva, York Region's Rapid Transit service and once finished school was hired as Communications Coordinator. Working at Viva I was involved in the brand launch of an entirely foreign transit service. Educating the public of the service was an ongoing challenge but very fulfilling. I moved on to Tarion Warranty Corporation to manage the annual charity golf tournament, coordinate an internal speaker series and launch the online education program.

**Ines Argiriu**, *Senior Account Executive, Maclaren Momentum, a division of Maclaren McCann*

A graduate from the University of Toronto, Ines has had the opportunity to work both in the not-for-profit and profit sectors. Starting off as a Coordinator of Fundraising Events for the MS Society of Canada, Ines gained experience in the events and promotions field organizing the MS Walk and the Rona MS Bike Tours. Moving into the profit sector a year and a half ago, Ines currently works for MacLaren Momentum as an experiential marketer representing clients such as American Express, BIC Canada and General Motors.

**Tracy Wilder**, *Private Consultant*

Tracy was Director of Client Services at OriginHR for 11 years and was previously the Marketing Manager for an international distribution and service company. She has worked in general advertising as an Account Director for Sharpe Blackmore, building strategic and national campaigns for a number of very well known companies. She is a graduate of the University of Toronto, and holds a degree in Journalism. Tracy currently works as a consultant, providing clients with recruitment, media planning and branding expertise. As part of her role at OriginHR, Tracy was responsible for the Account Management team and the large list of clients such as KPMG, TELUS, the City of Toronto, RIM, Sick Kids Hospital and many more. Tracy worked to oversee all our active clients from a strategic level and ensure continued customer satisfaction.

**Farah Bunni**, *Marketing Specialist, TechTrex Inc*

Farah currently works as a Marketing Specialist for TechTrex Inc. A graduate of UTM in 2008, Farah holds an Honours Bachelor of Science with a specialist in Biotechnology and a major in Business Management.

***Azim Alibhai, President, The Media Cottage***

A media geek and advertising junkie at heart, Azim has over a decade of experience in helping clients achieve business results through media investment. Azim is President of The Media Cottage, a company he founded in 2008 to help clients navigate the ever changing fragmented world of media. A University of Toronto graduate and a member of the CMA's Branding and Strategic Planning Council, Azim's career stops have included positions at OgilvyOne Worldwide, MindShare Canada, Sharpe Blackmore Euro RSCG and Genesis Vizeum.

***Mark Rouse, VP & Practice Lead, IQ Partners***

Mark worked in the marketing services world for close to two decades; rising to the VP Managing Director level before moving into Executive Recruitment field two years ago. He has worked at traditional advertising agencies such as BBDO, Y&R and JWT; at Direct Marketing firm Wunderman; and digital agency Mighty Integrated. As a recruiter, his practice areas are the same. He recruits account service, media, production, strategy, and creative talent for all types of marketing services firms.

**Notes:**

## Sample Career Options for Marketing Students

There are many different career options available for graduates of Marketing. Your degree provides you with a variety of intellectual and applied skills that are valuable in a range of careers. The wide variety of careers that graduates have moved on to is a reflection of the diversity of skills gained through an undergraduate program. Involvement in extracurricular, volunteer and work experiences will also supplement your skills and focus them to a particular industry. Below is a sample of the types of positions graduates have gone on to.

Note: This is not an exhaustive list as there are many other careers available. Many positions require additional education or experience.

### Product Marketing

- Field Service Director
- Brand Manager
- Promotions Manager
- Forecast Analyst/Demand Planner
- Marketing Analyst
- Project Manager
- Account Manager

### Advertising/Public Relations

- Advertising Account Executive\*
- Public Relations Specialist
- Media Buyer\*
- Coordinator Communications
- Marketing Communications Assistant
- Events and Promotion Coordinator
- Strategy Planner

### Market Research

- Marketing Research Analyst\*
- Marketing Research Director
- Field Interviewer

### Other

- Sports Marketer\*
- Internet Marketer
- Sales Merchandiser
- Fundraising Coordinator
- eMarketing Specialist
- Traffic Coordinator
- Multimedia Designer
- Media Planner
- Copywriter

NOTE: \* Career Profiles available from Career Cruising in the Career Centre

## Alumni Career Profiles

The following are excerpts from alumni career profiles of graduates listed on the UT Mississauga Career Centre web site who are currently working in Marketing. To read the complete profiles of these and other alum, visit [www.utm.utoronto.ca/careers/alumni\\_profiles.html](http://www.utm.utoronto.ca/careers/alumni_profiles.html)

**Vincent Georgie**, Bachelor of Arts, Majors: Management and English, Minor: Drama Studies, 2003

Vincent Georgie is a PhD Candidate in Marketing at HEC Montréal. "I currently teach commercial research at an undergraduate level and conduct research for the arts management research chair. My work here at HEC is extremely rewarding, especially teaching students," says Vincent, who earned his MBA from the Odette School of Business. "I find the interaction and shared-experience very thrilling and earning the respect of students that are typically older than me a challenge and satisfying." Vincent says his work requires determination, independence, networking skills, and ambition. "I was told that I was not good enough to do an MBA right after graduation. So I proved them wrong, and went and did it. Motivation and ambition are critical," he says. Some of his previous positions have included, Assistant Account Manager for General Electric Capital Equipment Finance and Audience Relations Coordinator for CBC Radio Canada. "Regardless of where your degree is from or in what field, you have to sell yourself and your own capabilities. A school name will never, ever replace a personality or experience," he says. "All experiences can prove beneficial, even in the most unobvious of ways. Be the exception to the rule."

**Charlene Briscoe** (Pseudonym) Bachelor of Art, Major: Management, Minor: French Translation and Professional Writing, 2002

Charlene Briscoe is a Contests and Incentives Analyst at a Marketing company. "I help publish marketing bulletins to dealers on behalf of the clients. I coordinate the translation of the bulletins, proofread then publish them on an internal website. The second aspect of my work is managing the administration of contests. I am involved in project coordination. The challenge is the long hours since we must wait for client approval. It's rewarding to see your published work posted," she says. According to Charlene, time management, bilingualism and being detail-oriented and a quick learner are vital characteristics to her position. "You must also be very hard working," says Charlene, who is a candidate for certification of the Association of Translators and Interpreters of Ontario. "I found the job posting on the Career Centre website for a part-time position and I have been there ever since. "If she could do anything differently, Charlene says she would focus on translation. "Most courses were offered at St. George. The French courses were at Erindale," she says. Doing well in school is very important."

More career profiles of UT Mississauga alum: [www.utm.utoronto.ca/careers/alumni\\_profiles.html](http://www.utm.utoronto.ca/careers/alumni_profiles.html)

## Exploring Career Options in Marketing

In addition to finding information online or in print, it is important to explore career options by talking with people in the field. The UT Mississauga Career Centre offers a number of programs, services and events to help you do this, including:

### Extern Program

The Extern Job Shadowing Program provides students with the opportunity to explore a career area by visiting with professionals in the workplace. Extern Job Shadowing Program participants shadow their sponsor, observing daily work activities, touring a number of departments, and meeting with staff to discuss the industry. <http://www.utm.utoronto.ca/careers/extern.html>

### Alumni Career Connections Program

A partnership of the Career Centre and Office of Advancement, this new program allows current students to make connections with UT Mississauga alumni working in the field of their choice to arrange an information interview. Information interviewing is not interviewing for a job, but rather a way for you to gain valuable insights into your career area of interest, that would otherwise be difficult to find in books or online. The insights you gain will allow you to make more informed decisions, whether you are planning your career or looking for a job. For example, request to speak with:

- Account Executive, Salesforce.com
- Communications Coordinator, Cancer Care Ontario
- Guidance Counsellor & Business Studies Teacher, Peel District School Board
- Human Resources Consultant (Intern), Ontario Public Service
- Marketing Specialist, TechTrex Inc.

For complete information, visit [www.utm.utoronto.ca/careers/alumni\\_connections.html](http://www.utm.utoronto.ca/careers/alumni_connections.html)

### Information Interviews Binder

Our print networking binder contains contact information for professionals in the field willing to answer your career questions. Ask for more information at the Career Centre, Room SE3094.

### Networking Events

Congratulations – by receiving this package, you have already attended one Career Night. Keep an eye out for more events in the future, including additional networking events and career fairs.

### Career Counselling

Make an appointment to speak one-to-one with one of our professional Career Counsellors. Appointments may be booked by visiting us in SE3094 or by calling 905-828-5451.

## Gaining Relevant Experience

**Start early** by seeking relevant opportunities that will help you gain experience and develop the skills that employers want. Some possible ways to gain relevant experience include:

**Part-time, summer and volunteer work** in positions that allow you to develop and demonstrate marketable skills. These might include both technical skills and “soft” skills like teamwork, project management, leadership, report writing, and presentation skills. The Career Centre web site offers listings of part-time, summer and volunteer opportunities throughout the year at [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers).

Samples of previous listings on the Career Centre Online include:

- Marketing Analyst – Rogers Publishing
- Marketing Assistant – Hearing Foundation of Canada
- Event Representative - Canada Pure Water Company Inc.
- Field Marketing Representative - Student Price Card
- Marketing Director - AIESEC Toronto
- Marketing Associate – RBC Dominion Securities
- Communications/Outreach Coordinator – Ralph Thornton Community Centre
- Brand Ambassador – Match Marketing Group
- Marketing & PR Intern – Ontario Produce Marketing Association
- Proposal Writer – Canadian Race Relations Foundation
- Tele-Recruiter – Canadian Cancer Society

**Get involved in on-campus extra-curricular activities:** Join on-campus clubs and community associations that demonstrate your commitment and enthusiasm for particular industries. On-campus clubs include: Student Management Association (SMA), University of Toronto Mississauga Student's Union (UTMSU) and the CCIT Club. You can also use these opportunities to network with people in your career field. For example, as a club executive, you might organize a career event in partnership with the Career Centre and take on some of the responsibilities of contacting professionals to take part in such an event.

**Attend relevant conferences** that are being held in southern Ontario. Use these opportunities to increase your knowledge of the field, network with people working in the field and with potential employers. Volunteer to work at these conferences—it is a great (and cheap) way to meet a lot of people.

**Consider the Research Opportunity Program (ROP).** UTM's ROP allows students in their second, third and fourth year to earn one full course credit by participating in a faculty member's research project. Deadline for applications is usually mid-March.

**Apply for a Work-Study opportunity on campus.** This program provides eligible University of Toronto students with an opportunity to work on campus and gain valuable career and/or academic related experience. Positions are posted with the Career Centre every September. Past postings that might be of particular interest to Biology students have included:

- Marketing Analyst, UTM-Dept of Management
- Marketing Assistant, UTM-Career Centre
- Student Ambassador, UTM-Office of the Registrar
- Communications & Marketing Assistant, UTM-Residence
- Gallery Outreach Assistant, UTM-Blackwood Gallery
- Writer/Reporter, UTM-Research & Graduate Office

For more information, including eligibility requirements, visit [www.utm.utoronto.ca/careers/work\\_study.html](http://www.utm.utoronto.ca/careers/work_study.html)

## Finding Work

### Small Group Workshops

We offer a variety of workshops covering different phases in the career planning and work search process, including How to access job postings for graduating students, Networking, Effective Interviews, and others. Check the Career Centre events calendar for upcoming workshops. We also offer sessions with information about applying for graduate and professional school, including Road to Grad School.

### Employment Advisors

Our professional staff are available to assist you, whether in pre-booked one-to-one resume critiques or practice interviews. Drop by SE3094 for more information and to learn how we can help you get started.

### Employment Services

The Career Centre offers online job postings for current students and for up to two years after graduation. Programs include: full-time work following graduation (Recent Graduates Employment Service); graduating year recruitment (Graduating Students Employment Service); Summer Employment; Part-time/Temporary; On-Campus; Ontario Work Study Program on-campus jobs; and Volunteer Listings.

For access to postings for current students, simply visit [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers) and register online. Those seeking access to full-time listings (graduating year or recent graduates) must attend an orientation session prior to accessing listings. Please ask the Career Centre for details.

**The following are samples of opportunities** that have previously been listed on the Career Centre Online (samples have been edited for length):

#### **Position Title: Internet Marketing Analyst**

**Kanetix®** is looking for someone to join the marketing team to help implement Internet marketing strategies and increase traffic to our online insurance and mortgage marketplace. The ideal candidate is passionate about online marketing, entrepreneurial, detail oriented, results driven and not afraid to bring their own ideas to the table. This position should also appeal to candidates who prefer the casual and friendly but fast paced environment of a successful Internet company located in a 'loft' in Toronto.

#### **Duties and responsibilities:**

- Assist in the implementation of Search Engine Optimization (SEO/SEM) strategies
- Some content writing as well as helping to define website content needs
- Prepare and analyze reports to understand traffic patterns
- Implement and administrate SEO activities as directed by the SEO Manager
- Research and conduct feasibility studies on new SEO initiatives/opportunities
- Assist in the ongoing promotion and administration of Kanetix's affiliate marketing initiatives

#### **Job qualifications:**

- Must have intense curiosity about online marketing success.
- University degree or equivalent post-secondary education preferred but not mandatory
- Some online marketing experience preferred
- Excellent English oral and written communication skills
- Basic HTML knowledge is required.
- Good working knowledge of Excel spreadsheets and MS Office
- Highly organized, ability to manage time and prioritize tasks
- A flexible and fast learner with an ability to 'figure it out and get it done'
- Ability to work well in a team environment
- Ability to follow directions and work independently with little supervision
- Social web, blogging and web design experience is an asset

- Knowledge of affiliate marketing programs is an asset
- The ability to read, write and speak French is an asset

**About Kanetix Ltd.**

Launched in October 1999, Kanetix ([www.kanetix.ca](http://www.kanetix.ca) and [www.kanetix.com](http://www.kanetix.com)) is an international marketing and technology company that provides access to insurance information and online quote comparisons for Internet shoppers in Canada and the US. Kanetix is the leader in developing and providing online insurance quotation technology, systems, and websites for Canada's top insurance companies.

**Position Title: Marketing Coordinator**

**24-7 INtouch** is an award winning multi-channel contact center, providing outsourced communication solutions to businesses across North America. Due to our tremendous growth and exciting future opportunities, we are currently looking for an ambitious, self-starter to join our Marketing department as a **MARKETING COORDINATOR**. This opening is a unique position for a Marketing professional looking to use their B2B Marketing and Sales Strategy expertise. The successful candidate will have the opportunity to work in an environment that fosters both personal and professional growth.

**Reporting to the Marketing Manager, responsibilities include, but are not limited to:**

**Brand Positioning:**

- Develop and maintain brand and image through corporate sales materials
- Create and manage corporate literature, reflecting consistent sales messaging
- Research and analyze industry trends, assisting both sales & marketing teams with campaigns/initiatives
- Lead sales related marketing campaigns

**Sales Support:**

- Write and develop sales resources for both internal and external use
- Prepare and maintain requests for proposal (RFPs), requests for information (RFIs) & client presentations
- Assist with sales team training and presentations
- Measure and report marketing campaigns, success rates and sales ROI

**Social Media:**

- Develop and maintain corporate social media strategies
- Optimize corporate brand on all channels, including Facebook, Twitter and Blog

**Minimum Requirements include:**

- Minimum Bachelors Degree required in Marketing, Communications, English or related field
- 1-2 Years Marketing/Sales experience preferred
- Excellent written communication skills (writing samples required) and proofreading abilities
- Strong personal planning and work organization skills
- Knowledge and proficiency in using Microsoft Office Tools
- Design skills including the use of Adobe Photoshop preferred
- Outgoing personality, creative, with a positive attitude
- Proactive, self-motivated, results-orientated
- Strong attention to detail

**Position Title: Marketing / Investor Relations**

Are issues of technology, innovation, climate change, peak oil, clean air and transportation important to you? Do you want to experience the excitement of the emerging cleantech industry?

**Electrovaya** is a technology development company looking to grow its clean transportation division (zero-emission and plug-in hybrid electric vehicles). Its electric vehicle division is very well recognized internationally within its industry. However, it's not as well known outside to the general public and investor community – which is where you come in.

We are looking for an energetic, enthusiastic and motivated individual with a strong sense of both initiative and teamwork. An interest in science and technology is important. A demonstrated ability to translate technical concepts into text and visuals is required. Strong written/oral communication is a plus. We're open to any background and experience. Responsibilities includes website and promotional materials development (but not necessarily execution), building of case studies, internal/external brand development, media relations, investor relations.

**Desired Skills & Qualifications:**

- 2-5 years work experience
- Ability to translate technical concepts into general audience level text

- Ability to translate technical concepts visually
- Preferred backgrounds in journalism/advertising
- Interest and understanding of science and technology
- Self directed team player with demonstrated leadership
- Driven by results, attention to detail and service
- Passionate and curious
- Good interpersonal skills

Please include with your resume a writing sample and/or example of visual communication. Note: regarding visual samples – we are interested in the ability to communicate ideas and not as interested in technical execution/proficiency.

## Other Relevant Resources

### Selected Web Sites:

- Canadian Marketing Association: [www.the-cma.org](http://www.the-cma.org)
- Canadian Institute of Marketing: [www.cinstmarketing.ca](http://www.cinstmarketing.ca)
- Marketing Magazine Online: [www.marketingmag.ca](http://www.marketingmag.ca)
- Strategy – The Canadian Marketing Report: [www.strategymag.com](http://www.strategymag.com)
- Marketing Research & Intelligence Association: [www.mria-arim.ca](http://www.mria-arim.ca)
- The Ontario Legislature Internship Program <http://www.olipinterns.ca/index.html>

### Sample of Career Centre Library Resources:

- Canada's Top 100 Employers
- Career Cruising (electronic career guide)
- The Big Guide to Living & Working Overseas
- The Canadian Student Employment Guide
- Marketing Magazine – new issues weekly!
- Big Book of Marketing
- Careers in Marketing, by Lila and Leslie Stair
- The Harvard Business School Guide to Careers in Marketing
- Great Jobs for Business Majors, by Stephen Lambert
- Canadian Business: What's in an MBA? By Rebecca Carpenter
- Career Centre Binders – compilation of marketing, advertising, public relations and other career information (check the Blue Binders with NOC code #112)
- Employment Directories

**COMING IN FEBRUARY 2010:**

## **MARKETING & COMMUNICATIONS NETWORKING BREAKFAST**

**Presented by the Career Centre in partnership with CCIT & the Department of Management  
Watch for details and registration information at [www.utm.utoronto.ca/careers](http://www.utm.utoronto.ca/careers)**

**Keep up-to-date** with all the latest information about career fairs, industry panels, networking events and more. Sign-up for the Career Centre's e-mail newsletter via our home page or add 'Jimmi C' as a friend on Facebook!

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