

# Natisha Mathews

6138 163A Street  
Surrey, BC, V3S 3W2  
Cell# 604-626-5826

Email: [natishamathews@hotmail.com](mailto:natishamathews@hotmail.com)

**Professional Profile:** Natisha Mathews has over 16 years of marketing and sales experience, with 9 years of management experience. A thorough knowledge of market dynamics enables Natisha to offer strategic marketing management identifying trends and growth areas. Natisha has successfully developed marketing programs bringing products from conception to capturing significant market share. Natisha is a professional member of the BC Walls and Ceilings Association, Color Marketing Group, Cascadia chapter of the Canadian Green Building Council, and the Greater Vancouver Home Builder's Association. Natisha holds an MBA from the University of Phoenix and received an award for superior performance in Business Administration from Kwantlen University. Natisha is looking for a new challenge where she can put her passions to work.

## **Employment History**

### **Imasco Minerals Inc. – Surrey, BC**

Western Canada's largest producer of calcium carbonate, traditional stucco cladding, and engineered cladding systems.

#### **1999 – Dec. 2008      Marketing Manager**

Creation and execution of marketing plans that include all media, web, print advertising, promotions, and sales presentations. Ensure brand equity and consistency in product recognition for merchandising, packaging and promotions. Set annual sales, marketing targets, budgets and coordinate/supervise the sales team. Development of various market research measurement techniques and methods. Project coordination of all cladding products for sales to retailers, architects, builders, contractors, and consumers. Hire, train and supervise marketing team.

## **Key accomplishments**

- Successful strategic planning and execution of several new product lines
- Developed environmental policy, marketing strategy, and documentation for the LEED and Built Smart programs.
- Execution of multi city seminar education program targeting contractors and architects
- Planned and trained presenters in Contractor and Architectural seminars
- Developed training program for the AIBC accreditation program for architects
- Implemented Customer Relationship Strategy and led IT initiative utilizing Maximizer CRM software
- Managed the development and content of the corporate website
- Designed and executed philanthropic industry web resource, Stucco Guru
- Creation and management of merchandizing, PR, and coop marketing campaigns
- Trained and motivated sales teams to execute sales and marketing programs that consistently exceeded forecasts

### **MacMillan Bloedel Ltd. – Vancouver, BC 1988-1999**

North American distribution company bought out by Weyerhaeuser in 1999.

### **1996 – 1999 Product Marketing Manager**

Managed vendor managed inventory programs to key retail accounts.

#### **Key accomplishments**

- Managed a VMI program that resulted in 3 million dollars sales in the first year and inventory turns of 10
- Managed a 2.5 million dollar advertising, market allowance and volume incentive program
- Managed co-op marketing campaigns with retailers and distributors in North America

### **1992 – 1996 Merchandising/ EDI Coordinator / Pre-pricing Manager**

Created POP and merchandising programs for new launches and existing product lines at retailers. Designed and managed a North American pre-pricing system for distribution sites.

#### **Key Accomplishments**

- Created and implemented several contests and promotions for retail customers
- Created planograms for big box stores
- Designed and managed a NA wide pre-pricing system for distribution sites
- Active involvement as a research liaison between business groups and IT on various inventory/ sales/ EDI support systems

### **1988 – 1992 Marketing Administrative Assistant**

Provided administrative and marketing support to product managers and the general manager

#### **Education**

- Masters of Business Administration – University of Phoenix 2006
- Bachelor of Business Administration with distinction - Entrepreneurial Leadership
- Receipt of Kwantlen's Superior Performance in Business Management Award
- Winner - 2002 BC/Yukon Community Newspaper Assoc. marketing & sales scholarship

#### **Technological Skills**

- Managed Company IT program including web, cell and other communications
- Microsoft Word, Excel, PowerPoint, Access, Outlook, Publisher
- Maximizer CRM software
- Adobe Distiller, Photoshop, Photo deluxe
- QuarkXpress
- Several scanning and digital photography programs

#### **Community Involvement**

- Member of the education committee for the BC Walls & Ceilings Association
- Member of the Color Marketing Group
- Member of the Greater Vancouver Home Builder's Association
- Team Manager for the Ft. Langley DragonBoat Club
- Clinic Instructor for the Running Room

**References** available upon request