



Karen Anderson

A digital marketing management professional with 17+ years' of experience, Karen has a proven ability to develop strategy, plan, execute and track effective multi-channel integrated marketing programs that increase profitability and product visibility in a highly competitive market place.

With strong interpersonal skills coupled with leadership, clear communication and team building Karen is a motivator who embraces change and thrives on challenge. With private, corporate and large advertising agency experience, Karen has been an integral team member of many award winning integrated digital marketing campaigns for well-known brands in the automotive, food, consumer goods, telecommunications and healthcare sectors.

SELECTED ACHIEVEMENTS

- In a highly competitive industry (Healthcare elective eye surgery) developed and executed an organic search strategy taking a website ranking on page 6 of Google to page 1.
- Secured the top position in search engine page ranking. Held first position in search for 80% of industries keywords (Organic and Paid Per Click (PPC) perspective).
- Pioneer in personalized 1:1 CRM marketing efforts, from email marketing to customized content driven landing pages. Provided strategic leadership for numerous CRM successful efforts in Automotive, Telecommunications and healthcare verticals.
- As Project Leader for a merger integration team, successfully implemented a cross boarder merger of two major healthcare elective surgery providers and their 88 locations.
- Held interim leadership roles of Business Strategist for large Telecommunications Company, Director Call Center Operations for a Healthcare medical facility, Director of Marketing in Healthcare Operations.

PRIOR EXPERIENCE

- Durham College – Business Administration Marketing Instructor (Integrated Marketing Communications)
- TLCVision, TLC Laser Eye Centers – Director, Digital Marketing Strategy
- MacLaren McCann Advertising Agency – Sr. Strategic Planner, Digital (Campaigns: Chevrolet Safe and Fun Hockey, General Motors “We are professional grade”, Monistat “One Dose”, Motrin “Over the counter prescription strength”, Xbox Canadian Launch.)
- Abbott Medical Optics (VISX) – Director Marketing & Digital Strategy
- Extend Media – Sr. Project Manager
- Beacon Eye Institute – Director of Corporate Operations

QUALIFICATIONS

- Masters in Empowerment Coaching – SWAT Institute
- Bachelor of Business Administration (Marketing/Management) – Mount Saint Vincent University
- Effective Meeting and the Art of Facilitation – Breakthrough Learning Associates
- Certified Quality Manager – American Society for Quality
- Real world experience with Customer Relationship Management (CRM), UX Usability (customer journey), Personalization/Customization Methodologies, Total Quality Management, Project Management and Systems Design experience.
- Familiar with PIPEDA, Sarbanes Oxley compliance, HIPAA, CAN SPAM legislation, and ISO9000 standards.

