



Principal – Marketing Consultancy ⁱ

SALARY RANGE (2017): \$70,000–\$82,414ⁱⁱ

Running my own marketing consultancy has always been my dream. I like the variety and the independence it provides. I care deeply about my work, choosing clients who share my values and solving problems that challenge me. But being “choosy” about clients and projects means that I’m in 24/7 business development mode; if I’m not bringing in new business, no one is. This is both exciting and sometimes scary. My goal is to grow the business revenue to the point that I can hire a small team of collaborators. I’m the owner of a marketing consultancy.

The Tip: Aspire to start your own company someday; but spend your first ten years working for other people who’ll teach you how to do this well.

PRIORITY KNOWLEDGE AND SKILLS:

Strategic Marketing

- Develop & execute a positioning strategy
- Develop & execute a brand strategy
- Conduct a competitive analysis
- Conduct an environmental scan
- Develop & apply a segmentation strategy

Research & Insight

- Demonstrate empathy & curiosity
- Leverage contextual knowledge
- Ability to analyze data
- Leverage research to support consumer insights
- Presentation & report-writing skills
- Use analytics tools

Product management

- Measure return on investment (ROI)
- Develop & execute a product strategy
- Manage a budget
- Develop & execute a pricing strategy
- Manage projects
- Manage product life cycle

Sales & Channel Management

- Apply principles of CRM
- Manage a sales process
- Conduct sales presentations
- Develop & execute a distribution strategy
- Leverage e-commerce
- Develop merchandising strategy
- Leverage co-operative marketing

Communications & Branding

- Develop & execute a media plan
- Sponsorship & community investment
- Leverage earned media
- Leverage event & experiential marketing
- Leverage influencer marketing
- Develop a promotional strategy
- Knowledge of media psychology
- Apply marketing within a CSR framework

Content Curation & Design

- Apply visual design fundamentals
- Conduct content research & curation
- Develop original content
- Apply creative production processes
- Develop content schedule & plan
- Use design tools

BUILDING BLOCK EXPERIENCES:

Education & Learning:

- Bachelor of Business Administration – Co-op (marketing) with a minor in accounting.
- Master of Business Administration (finance)
- Completed multiple courses in finance at local

I am committed to lifelong learning. During my co-op program in university, I was exposed to the pace and diversity of agency life. I need to remain active in becoming technically literate in emerging digital technology and design. I took a

college <ul style="list-style-type: none"> • Certificate in digital design 	single finance course and this led to the completion of my part-time MBA (paid for by my employer). I try to find a balance between creativity and analytics.
Employment Experiences: <ul style="list-style-type: none"> • Retail sales during high school and university • Marketing coordinator for an advertising agency • Account manager for an advertising agency • Account director for an advertising agency, London office • VP, marketing in technology • Principal of my own marketing consultancy 	After spending eight years advancing through a large global agency, I was recruited by a technology client to become VP of Marketing. After six years as VP, I founded a boutique marketing consultancy. In three years, the firm now has eleven employees. I have the luxury of only working with people and clients I am passionate about.
Community Experiences: <ul style="list-style-type: none"> • Board, national marketing association • Campaign chair, university capital campaign • Active as mentor in alumni association • President, marketing club during BBA 	Being in a leadership position in a university club taught me key networking skills. This led to me securing a co-op agency role. I was intentionally active in the industry association and my university's capital campaign with a goal of meeting new young talent.
Contextual Experiences: <ul style="list-style-type: none"> • Took a six-month sabbatical and travelled through Africa and Australia 	By starting my own agency, I can manage my own schedule and time. This creates opportunities for more freedom and "me" time.
Relationships: <ul style="list-style-type: none"> • Had a senior mentor at an agency early in career • My spouse has taken time out from their career while our children are in preschool 	My career map isn't for everyone because it can create personal and professional stress. Balance is difficult, but my spouse and mentor are my rocks. They push me back on course when I lose balance and perspective.

ⁱ Note: this Mission Map assumes they founded their consultancy after 15 or so years in practice. This reflects the importance of time in developing the diverse skills and knowledge and professional network essential for this role.

ⁱⁱ This is the national range for Canada. Refer to <http://www.payscale.com/>