

# ALAN BENELO

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**To advance my clients' marketing and corporate communication objectives through sound copywriting and marketing content development services.**

## Professional experience

**Compass Marketing** | [www.compassmkt.com](http://www.compassmkt.com)  
**Freelance Copywriter**

**June 2000 to Present**

- Write and edit advertising and promotional copy for various print and electronic mediums
- Optimize content for websites with strong focus on SEO
- Edit and reformat technical data for user guides
- Develop in-depth customer surveys
- Research and communicate findings on various marketing topics

**CDS (Custom Downstream Systems)** | [www.cdsmachines.com](http://www.cdsmachines.com)  
*A manufacturer and global exporter of plastic processing machinery and systems*

**April 2002 to June 2008**

## Marketing Communications Manager

### ■ Copywriting | Media relations | Campaign management

- Developed rich textual content for websites in compliance with prevailing SEO practices
- Developed copy for marketing collateral (e.g., website, data sheets, presentations, catalogs visual aids, sales scripts, etc.)
- Developed copy for trade advertisements, press releases and various other externally-oriented projects.
- Managed advertising and direct marketing campaigns (media selection, content production, scheduling, etc.)
- Facilitated media and analyst relations including press announcements, briefings, editorial calendars, and pitches.
- Researched and developed case studies that reflected positive customer experiences with CDS's products.
- Produced, launched, and monitored publicity campaigns following product launches and corporate-related events at CDS.

**Notable achievements:** **1)** Devised a comprehensive online marketing strategy that included significant improvements in website content and Search Engine Optimization (SEO); investments in market-specific web portals, and online advertising. **2)** Created and launched a successful and distinct print advertisement campaign that reflected one of CDS's key competitive advantages and reinforced its market positioning.

### ■ Event planning

- Determined booth design and layout in accordance with CDS's promotional themes and in-booth traffic objectives
- Oversaw the implementation of CDS's exhibitor booths as per design layouts and initial configurations
- Devised scheduling for CDS's participants before, during, and after shows
- Provided administrative assistance and onsite sales representation at the booth
- Managed the documentation and follow up of sales leads and presented ROI reports to management
- Prepared and presented cost-benefit analysis of proposed trade shows to management

**Notable achievement:** Successfully planned and organized CDS's participation at NPE 2006, North America's largest trade exhibit on plastics, which generated a return on investment of 400% in terms of revenue; 20% of that return accounted for new customers.

### ■ Database marketing

- Responsible for supporting direct marketing plans by translating marketing strategies into database marketing deliverables (e.g., launching automated email and fax campaigns and assessing their penetration rates via the CRM software)
- Assist in auditing, evaluating and resolving data quality issues relating to the database.
- Periodically train CDS's sales team on the use of database features pertinent to their day-to-day sales activities.
- Responsible for generating customized sales-activity reports via CDS's CRM software

**Notable achievements:** Increased the collection of qualified prospects and customer data while significantly improving the quality of information pertaining to profiles of CDS's customers, prospects, partners, and other relevant stakeholders.

*Manufacturer and global exporter of broadband fixed wireless access solutions*

**Technical Writer**

- Authored internal and external press releases on product launches and product modifications.
- Edited and reformatted existing documentation
- Researched and disseminated information on new products and product upgrades
- Developed and maintained print and web-based templates for SR Telecom's technical writers
- Assessed audiences' needs pertaining to application of documents

**Teleglobe** | www.tatacommunications.com

**Sept.1999 - May 2000**

*A leading wholesale provider of international telecommunication services*

**Customer Service Agent**

- Assessed, processed, and dispatched incoming customer complaints regarding network failures and disruptions.
- Resolved non-critical technical issues related to data transmissions and infrastructure
- Developed procedural guides for the implementation and maintenance of new services
- Prepared network performance and problem reports
- Maintained CRM database and documented post-sale administrative tasks for new recruits

**Carrefour Sergio**

**Sept.1997 - May 2000**

*A retailer of upscale formal and casual menswear*

**Sales Manager**

- Sold to new and existing customers
- Recommended promotional offerings for each of the store's main product lines
- Recruited, trained, and evaluated new sales representatives
- Coordinated in-store and external advertising initiatives (e.g., photo shots, selection of printing material, etc..)
- Coordinated inventory and prepared end-of-year sales reports
- Participated in the purchasing process and recommended new items based on market trends
- Developed content for marketing and sale collateral (brochures, posters, banners, etc.)

**Education**

1995-1999      **Bachelor of Commerce, Marketing**  
Concordia University, Montreal

1991-1994      **D.E.C. Business administration**  
9, Montreal

**Software literacy**

Application	Years in use
MS Office (Word, PowerPoint, Excel, Access)	15
MS Publisher	3
Quark Express	7.5
Adobe Illustrator	7.5
Adobe PhotoShop	5
Adobe DreamWeaver	5
Adobe InDesign	5
Maximizer	2.5
Broad fax messaging	5
ACT!	2.5

**Associations & memberships**

Member of the **Institute of Copywriting**, Somerset, U.K  
[www.inst.org](http://www.inst.org)

Member of the Platinum **BNI Chapter**, Quebec, Canada  
[www.bniwit.com](http://www.bniwit.com)