

GILLIAN CAMPBELL

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Kingston 19, Jamaica, W.I.

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CAREER CALLING: STRATEGIC MARKETING CONSULTANT

WORK EXPERIENCE:

Market Opportunities Unlimited

CEO & Owner, Content Developer, Internet Marketer 05/05- Present

- Developing and managing Internet-based products and brands.
- PPC, Social Media, SEO and SEM strategies developed and implemented, have increased loyal visitors by 60%, over a 7-year period.

Independent Strategic Marketing Consultant 02/04 - Present

Utilizing my Product Management and Business Development acumen to market international products and brands.

University of Technology, Jamaica, School of Computing and Information Technology

Part-time Lecturer May – August 2004, January – April 2005

Prepared Jamaica's young intellectuals to think, solve problems and make decisions. Narrowed gap between the theory and the practice of concepts taught.

Enterprise Entrepreneur (a Club Which Assists Students to Create Investment-Ready Business Plans)

VP Business Development 6/03-10/03

Developed and executed the Club's product, its Business Plan. Managed the Club's daily operations. Formed, managed and trained its Executive Management team, during its start-up phase.

Leading Business Systems (a Network Engineering and Consulting Firm)

Business Manager 5/01-11/01

Managed and streamlined the firm's daily operations so as to ensure optimal customer service levels and the firm's continued profitability.

Cable & Wireless Jamaica (a Business Unit of Cable and Wireless PLC, a Global Telecommunications Service Provider) 1993-2000

Product Manager (Integrated Voice & Data Services)	11/99-6/2000
Business Development Executive (Business Systems)	2/99-11/99
Product Manager (PBX and Structured Cabling)	6/97-2/99

GILLIAN CAMPBELL PHONE: 876-944-0311

WORK EXPERIENCE CONT'D:

- Analyzed market trends, used this and other research on emerging voice and data products as an input for identifying customers imminent needs for integrated voice and data solutions; developed these solutions and wrote Marketing Plans to enable their awareness, trial and sale.

This resulted in a USD \$2 million increase in the sale of product and service solutions within this portfolio.

- Managed business partner relationships and negotiated with key suppliers in order to provide Cable & Wireless Jamaica with sustained competitive advantage in terms of revenues, technology, reach and cost.
- Formed, trained, led, managed and participated on cross-functional project teams responsible for launching product/service packages for both business and residential PBX Systems and Integrated Voice and Data Services customers.

Macro-Forecasting Analyst 3/97-6/97

Forecasted demand for Cable & Wireless Jamaica's products and services (within 95% confidence limits), based on input from Product Managers and statistical analyses of macro-environmental and internal factors affecting product performance.

Computer Programmer/Systems Analyst 9/93-3/97

Analyzed and designed major accounting and inventory control system to ensure that these functions within the company were at optimal levels.

Fresh Fruit Entrepreneur 2/95-11/96

Carved out a profitable market niche in which I could operate. Increased fresh fruit sales by 20%.

EDUCATION:

- M.S. Management of Technology; Graduate Certificates in Marketing and Telecommunications Management, Golden Gate University, California, USA.
- Post Graduate Diploma (Distinction) – Marketing of Services, Maastricht School of Management, the Netherlands.
- B.Sc. Computing & Management (Upper Second Class Honors), University of Technology, Jamaica.
- Diploma-Computer Studies, University of Technology, Jamaica.

PROFESSIONAL AFFILIATIONS:

- To be announced.