

GILLIAN CAMPBELL

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CAREER CALLING: STRATEGIC MARKETING CONSULTANT

WORK EXPERIENCE:

Market Opportunities Unlimited

CEO & Owner, Domainer, Digital Marketer 5/05- Present

- Developing, managing and marketing Internet-based products and brands.
- PPC, Social Media, SEO and SEM strategies have increased loyal visitors by 60%.

Independent Strategic Marketing Consultant 2/04 - 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 5/04-8/04; 1/05-4/05

Prepared Jamaica's young intellectuals to think strategically, make decisions and solve problems. 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 implemented 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

WORK EXPERIENCE CONT'D:

- Analyzed market trends, used this and other research on emerging voice and data products to identify customers' need 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.

TECHNOLOGY:

- Remote Collaboration Tools: (Zoom, Microsoft Teams, Skype)
- Document Software: Microsoft Office (Word, Excel, PowerPoint, Outlook), Google Drive (Docs, Sheets, Slides)
- **Adopting new technology quickly and independently.**

EDUCATION:

- Certificates - Digital Marketing; How to Create Great Online Content; Create a Social Media Marketing Campaign via FutureLearn.com
- 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.