

PIERRE SÉGUIN, PMP

1215-2 Fieldway Road, Toronto, ON, M8Z 0B9 – pierre@pierreseguin.ca – (647) 982-2286

PROFILE

Senior, strategic marketer specializing in requirements definition for and execution of cross-channel and multivendor programs. Fourteen years' experience and in-depth mastery of creative and technical processes for digital and traditional media. Excellent bilingual communication skills, plus extensive management and client engagement background.

- Established formal project management processes within Canada's largest interactive agency
- Achieved zero defects on Nissan North America's parts & service direct marketing programs
- Invented method for in-vehicle telematics marketing, US patent pending

PROFESSIONAL EXPERIENCE

Mindblossom (Isobar)

Interactive Marketing and Advertising Agency

Program Requirements Consultant

2009 - Present

Senior strategic counsel and business requirements lead on digital campaigns for Corby Distilleries, RONA, Yum! Restaurants, Aon and Magna Entertainment.

- Captured and articulated integrated digital and out-of-home campaign for Absolut Vodka's In An Absolut World microsite and live cam bottles in Montreal, Toronto and Vancouver.
- Developed requirements for Facebook application for Taco Bell / KFC / Pizza Hut

SGCI Communications

Advertising Agency – Sackville, NB, Canada

Director, New Media and Account Director

2009

Responsible for directing traditional and digital ad accounts including SABIAN and Enbridge Gas NB, as well as leading interactive services: digital, database, direct and social media.

- Integrated SABIAN's traditional ads with digital best practices for 50%+ lead gen increase
- Established formal program management processes across all accounts
- Pioneered new applications for social media and promotional events for the music industry

Atrinsic

Mobile & Online Advertising and Publishing Network – Dieppe, New Brunswick, Canada

Director of Operations, Moncton

2008

Managed Canadian operation, reporting to New York City HQ. Accountable for excellence in technology, data center, creative and customer service for recently-merged enterprise.

- Led 70+ employees through challenging merger transition while improving morale
- Established formal HR and project management practices

The Marketing Store

Integrated Marketing Agency – Toronto, Ontario, Canada

Program Director, Nissan Customer Activation Marketing Programs 2005 – 2008

Managed Nissan's Parts & Service conquest, recapture and POP programs for North America, including oversight of dealer-facing B2B websites and call centre. Accountable for program management, client service team leadership and strategy.

- Led cross-functional team of 20+ to produce record highest ever lift-over-control response
- Achieved new record dealer participation rates with almost every campaign
- Provided DM, POP, online and email marketing for 1,300+ Nissan and Infiniti dealers

Director, Project Management 2003 – 2005

Led PMO and technology team for Nissan North America's P&S marketing, including development of dealer enrollment systems. Managed PMs, developers and QA specialists.

- Developed and implemented quality assurance practices to achieve zero-defect execution
- Established internal resource and project management processes and systems

TFO / TVOntario

Ontario's French-Language Public Broadcaster – Toronto, Ontario, Canada

Senior Project Manager, New Media 2001 – 2003

Project management and technical direction of first content-managed site build and a variety of education-oriented new media projects

- Designed proprietary PHP/MySQL web server self-organizing CMS application

MacLaren McCann Canada - MMI

Canada's Largest Digital Agency Division – Toronto, Ontario, Canada

Information Systems Manager 2000 – 2001

Established corporate IS strategy and led dev team providing PM, resource management, time collection, workflow, quality assurance and reporting systems for MacLaren McCann Interactive.

- Built first database for GM product specifications to enable rapid web deployment
- Implemented first digital asset management system for GM product photography

Production Manager 1997 – 2000

Leadership of project management office overseeing GM Canada, RBC, McNeil Consumer Healthcare and Rogers programs. Led a team of 20 PMs, production assistants and proofreaders.

- Responsible for 100+ concurrent jobs with a combined value of \$1,000,000+ at any given time
- Designed and documented processes as Interactive division grew from 10 to 120 employees

Extreme Media

London, Ontario, Canada

Co-Owner

1996 – 1997

Founding partner of interactive agency producing web sites, CD-ROMs, animations and 3D designs for clients including the London Transit, Yellow Pages and Cara Operations Limited.

- Co-designed London Transit's first full bus-wrap ads
- Designed and developed the original Beaver Foods website (subsequently acquired by Compass Group)

EDUCATION

- Ongoing courses, seminars and certifications
- 1995 – 1996: Certificate of Film Studies, Laval University, Québec, QC, Canada
- 1994 – 1995: History, Laurentian University, Sudbury, ON, Canada