

Motivated – Creative – Strategic – Innovative – Analytical – Leader – Problem Solver

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SUMMARY

I am a **passionate leader** with high calibre experience that demonstrates **quantifiable results** in marketing strategy, **product management**, and **consulting**. I am committed to overall client impact with an unrelenting **passion for winning**, and use an inherent curiosity to bring **unique insights** to my own and my clients' organizations, moving it to the forefront if its market and industry. My passion is brand management, and my experience reflects a dedicated pursuit of this goal.

RELEVANT WORK EXPERIENCE

SENIOR PRODUCT & BUSINESS ANALYST

JUL 2009 – Present

BCAA Insurance Corporation – Burnaby, BC

- Acted as a key steward in ensuring brand value is delivered by identifying and quantifying customer experience improvement opportunities in pre- and post-sales service.
- Was the product management analytical specialist in areas such as financial forecasting and optimizing acquisition and retention campaigns through targeting and ROI measurement.
- Assessed strategic price positioning through competitive analysis in a highly complex industry.

CONSULTING ANALYST (*extended internship*)

SEP 2006 – APR 2009

Sullivan & Associates Ltd. – Surrey, BC

- Performed market and industry analysis and tactical and strategic planning for 30 businesses in multiple industries.
- Conducted market and financial feasibility research for clients leading two to secure \$30M and \$10M in venture capital.

ASSISTANT PROJECT MANAGER (*internship*)

MAY 2008 – AUG 2008

Next Level Games – Vancouver, BC

- Assisted in generating \$50M in sales for the client by assuming responsibility for the success of a \$6M product development project through leading 45 employees.
- Developed and implemented a new 360 degree evaluation process and applied it to the entire project team to improve team awareness, performance, and productivity.
- Ensured that the project was on time and met specifications set by Nintendo of America.

MARKET RESEARCH ASSISTANT (*extended internship*)

MAY 2007 – APR 2008

Retirement Concepts – Vancouver, BC

- Increased revenues by \$300K by developing and implementing a unique program placing Nintendo Wii systems in the company's facilities across British Columbia.
- Worked with 3rd party creative and development teams to produce and distribute marketing collateral, redevelop the company's website, and ensure high standards for sales personnel.

- Provided strategy, tactics, implementation, and analytical support to senior executives as the sole marketing specialist at the company's head office.
- Guided expansion by developing a comprehensive service demand model for 15 cities in BC.

VOLUNTEERING & SELF-DIRECTED EXPERIENCE

- Led three **branding consulting projects** for a start-up CPG company, Duracell licensee, and a multi-million dollar transportation company involving strategy, tactics, and online creative.
- Continually **coach** undergraduate level business case competition teams (marketing, strategy, & presentation skills). Two teams achieved 1st place, and one achieved 3rd place.
- Led the **successful development of a start-up incubator** at SFU as the VP of Entrepreneurship for a local chapter of an international student club, SIFE SFU.
- Founded & led the first business club at SFU's Surrey campus, growing to 80 members in 12 months.
- Taught Introduction to Marketing and Introduction to Management Information Systems to 100+ students.
- Continuously contributing to a personal blog sharing my professional strategy and marketing insights with friends and colleagues

ACADEMIC BACKGROUND – SIMON FRASER UNIVERSITY (SFU)

Bachelor of Business Administration [Oct 2009]

CGPA: 3.7 (93%) – First Class Honours

Specialized in:

- Marketing
- Entrepreneurship
- Management & Technology

Relevant Courses & Development

- Hands on Brand Management
- Integrated Marketing Communications
- Marketing Strategy
- Consumer Behaviour
- Project Management
- Marketing Research

MARKETING & ANALYICAL SKILL SET

- Brand Asset Valuator
- Marketing & Brand Planning
- Marketing Program Measurement
- SPSS 19.0
- Positioning Strategy
- New Product Development Processes
- Advanced Presentation Skills
- Social Media Strategy
- Creative Briefs
- Implementation Planning
- Business Modelling
- Product-Level Financial Analysis
- High Degree of Technical Aptitude
- Advanced MS Office Skills