

PHILIP TOMÉ

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PROFILE

Fundraiser with a strategic and integrated approach to creating brand loyalty. Offers expert knowledge of direct response channels. Anticipates market trends and proposes donor-centric fundraising programs. Member of Association of Fundraising Professionals and Canadian Marketing Association.

EXPERIENCE

Christian Children's Fund of Canada

Manager, Marketing

Report to: Vice President, Marketing and Communications

Markham, ON

Dec 2004–Present

- Raised \$4.0M in non-sponsorship funds in less than four years.
- Manage all aspects of mass child sponsorship acquisition and mass fundraising. The child sponsorship base has increased 25% from 36,000 (2004) to 45,000 (2008) and sponsor retention has improved from 4.49 years (2004) to 6.01 years (2008).
- Successfully increased monthly child sponsorship rate twice by 6.45% (2005) and 6.06% (2007); represents \$82,000 incremental monthly revenue.
- Developed and managed 2007 Friend-Get-A-Friend acquisition program. Generated 1,000 leads in first four days.

Dig Marketing Solutions

Partner, Account Director

Mississauga, ON

Mar 2004–Dec 2004

- Launched relationship marketing company; focused on database marketing, creative design, and ecommerce.
- Researched new business opportunities, presented services to prospects, and managed accounts.

Northern Reflections Ltd.

Associate Manager, Relationship Marketing

Reported to: Vice President, Marketing

Mississauga, ON

Jul 2002–Mar 2004

- Developed and managed all aspects of direct marketing to loyalty program members. Winter 2003 Family & Friends event: \$3.4M sales/51,000 weekend transactions.
 - Selected as a participant in the executive strategic planning process; responsible for customer loyalty through market research, improved sales training, and marketing effectiveness.
 - Assisted in the development and launch of ecommerce website www.northernreflections.com.
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EDUCATION

University of Toronto

Organizational Behaviour – Managing People Effectively

Toronto, ON

Mar 2004

George Brown College

Honours Diploma, Business Administration – Marketing

Toronto, ON

Apr 2002