

## PHILIP TOMÉ

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### PROFILE

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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.

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### EXPERIENCE

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#### **Russ Reid**

*Account Director*

*Report to: Group Director*

Toronto, ON

Jan 2010–Present

#### **Christian Children's Fund of Canada**

*Manager, Marketing*

*Reported to: Vice President, Marketing and Communications*

Markham, ON

Dec 2004–Dec 2010

- Raised \$4.0M in non-sponsorship funds in less than four years.
- Managed all aspects of mass child sponsorship acquisition and mass fundraising. The child sponsorship base increased 25% from 36,000 (2004) to 45,000 (2008) and sponsor retention 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](http://www.northernreflections.com).

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## EDUCATION

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**University of Toronto**

Organizational Behaviour – Managing People Effectively

Toronto, ON

Mar 2004

**George Brown College**

Honours Diploma, Business Administration – Marketing

Toronto, ON

Apr 2002