



# PROJECTS PORTFOLIO

2015 - PRESENT | JANE SANTOSO



## JANE SANTOSO

### MARKETING DIRECTOR

A college alumni of a Creative Advertising and Business program located in Toronto, Canada. Successfully completed intensive courses including: Layout Design, Desktop Publishing, Copywriting, Integrated Marketing Communications, Campaign Concept Development, Public Relations, Media Planning, and Account Management, to name a few. Since graduating in 2012, I have gained experience through marketing and administrative roles in the technology, consumer goods, and investigative industries. I reside and work in the Greater Los Angeles Area.

Previous positions allowed me to hone my skills in several areas of marketing, whether consumer-facing or behind-the-scenes coordination - comprising of trade show planning, product line review preparation, retail store launches, visual merchandising, advertising and media buying, customer relationship management, email marketing, website design and administration, sales and product training seminars, presenting projections, budgeting, social media, strategic thinking, product development, project management, market research, and competitive analysis.

In my free time, I enjoy hiking and exploring the outdoors, watching NBA games, listening to inspiring podcasts and spending time with my dog and cat. I also have interest in continually educating myself in the new trends of the marketing landscape and frequently take online classes that will help me in the workplace.

#### Technical Proficiencies:



#### Certifications:

- Project Management
- Search Engine Marketing
- Search Engine Optimization
- Social Media Marketing
- Product Management
- eMail Marketing
- Content Marketing
- eCommerce | Digital Sales

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PROJECT:

# VIDEO CREATION



**EMPLOYER:**

Frasco, Inc.

**POSITION:**

2022 - Present | Director of Marketing

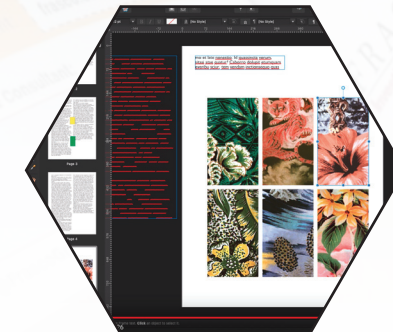
**RESPONSIBILITIES:**

- Works with internal department leaders for script writing
- Concept development and storyboarding
- Sourcing stock video and royalty-free audio or using original content
- Editing using Adobe Premiere Pro
- Publishes final cut on social media, website(s), and email campaigns





# PROJECT: SELL SHEETS



**EMPLOYER:**

Frasco, Inc.

**POSITION:**

2022 - Present | Director of Marketing

**RESPONSIBILITIES:**

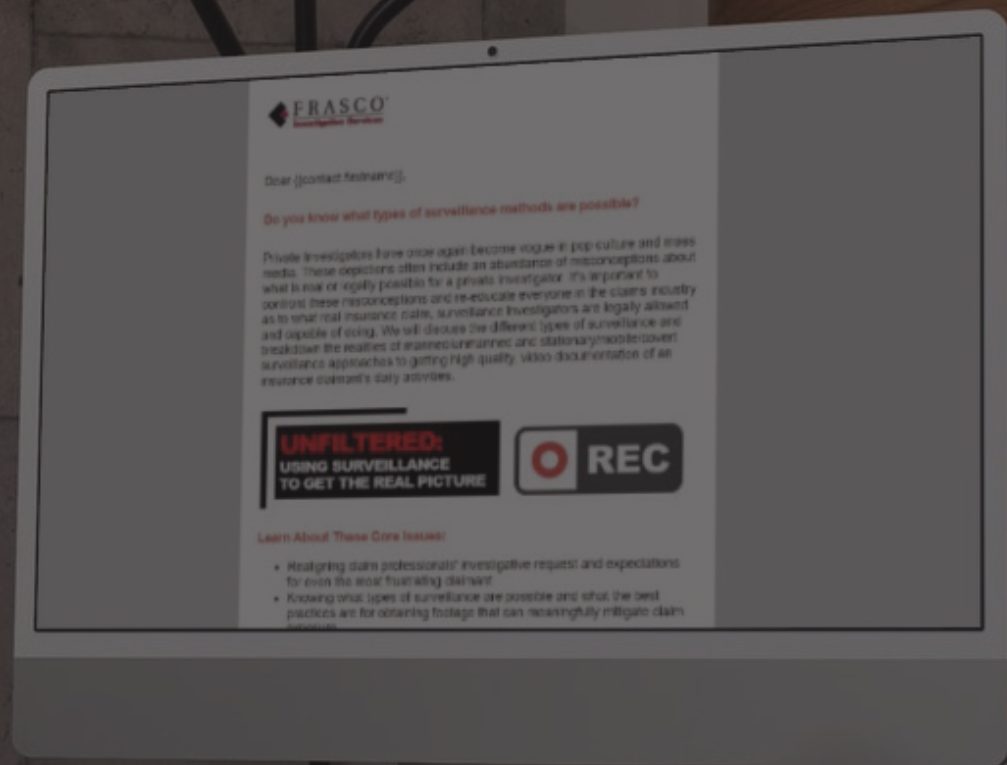
- Works with internal department leaders for content verification
- Creating visual aids to support product and service descriptions
- Ensures styling is in alignment with company brand guidelines
- Addition of fillable personalized footer for Sales distribution





# PROJECT:

## EMAIL MARKETING



**EMPLOYER:**

Frasco, Inc.

**POSITION:**

2022 - Present | Director of Marketing

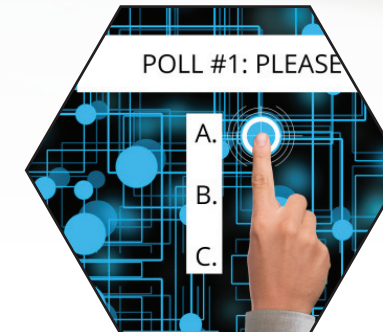
**RESPONSIBILITIES:**

- Copywriting specific to each target audience for every campaign
- Creating visual aids to support campaign messages
- Ensures styling is in alignment with company brand guidelines
- Emails created, scheduled, and delivered using Microsoft Dynamics





# PROJECT: WEBINAR CREATION



**EMPLOYER:**

Frasco, Inc.

**POSITION:**

2022 - Present | Director of Marketing

**RESPONSIBILITIES:**

- Outlines foundation of course and creation of final presentation
- Works with internal department leaders for content verification
- Concept development and storyboarding with focus on education
- Created in Microsoft PowerPoint and hosted on Zoom
- Moderates events; manages registration, attendance, and poll reporting





PROJECT:

# WHITE PAPERS



**EMPLOYER:**

Frasco, Inc.

**POSITION:**

2019 - 2021 | Marketing Manager

**RESPONSIBILITIES:**

- Outlines foundation of course and creation of final document
- Works with internal department leaders for content verification
- Concept development and storyboarding with focus on education
- Created in Microsoft Word and designed on Adobe InDesign
- Publishes on social media, website(s), and email campaigns





# PROJECT: PRINT MARKETING



**EMPLOYER:**

Coldwell Banker Residential Brokerage

**POSITION:**

2019 | Marketing & Sales Support Administrator

**RESPONSIBILITIES:**

- Provides in-branch real estate business marketing support
- Consultation services: social media, email marketing & direct mail
- Plans & executes strategies for Sales Associate recruitment
- Helps produce all listing print marketing; binds all presentations
- Designs collateral for events & promotes upcoming classes & initiatives





# PROJECT:

## TRADE SHOW PLANNING

**EMPLOYER:**

Zwilling J.A. Henckels

**POSITION:**

2015-2018 | Marketing Manager

**TRADE SHOWS:**

08.2018 | Toronto Gift Fair Fall  
01.2018 | Toronto Gift Fair Spring  
09.2017 | Toronto International Film Festival  
08.2017 | Toronto Gift Fair Fall  
01.2017 | Toronto Gift Fair Spring  
09.2016 | Toronto International Film Festival  
08.2016 | Toronto Gift Fair Fall  
04.2016 | Drug Trading Showcase  
01.2016 | Toronto Gift Fair Spring

**RESPONSIBILITIES:**

- Ordered and helped design fixtures and displays
- Space planned booth layout ranging from 700-2,000 sq. ft.
- Ensured appropriate products are merchandised according to plan
- Prepared work-back schedule and project plan for team and vendors
- Created signage, invitations, product guides and marketing collateral
- Strategically advertised to entice clients and partners to attend
- Registered for booth, audio / visual, electrical and lighting
- Worked with Category Managers for sales and product briefings
- Worked with Warehouse Personnel for transport logistics





# PROJECT:

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## REBRANDING + WEBSITE

**EMPLOYER:**

Tricap Properties

**POSITION:**

2014-2015 | Office Coordinator

**RESPONSIBILITIES:**

- Co-designed current corporate logo
- Instrumental in website redesign, content writing and photo editing
- Created all leasing and marketing collateral
- Prepared floor and site plan overlays
- Electronically cataloged all architectural drawings
- Designed corporate brand guideline
- Designed branded templates for stationery and business cards
- Sourced vendors for interior marketing pieces: signage and wall art
- Made updates to company website as needed





# PROJECT:

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## TRAINING + WORK SHOPS

**EMPLOYER:**

Zwilling J.A. Henckels

**POSITION:**

2015-2018 | Marketing Manager

**WORK SHOPS:**

06.2018 | Knife Skills  
01.2018 | How to Use a Dutch Oven  
09.2017 | Baking with Ceramics  
06.2017 | German vs. Japanese Knives  
06.2016 | Non-Stick Cookware Do's and Don'ts

**RESPONSIBILITIES:**

- Came up with recipe ideas and training itinerary
- Space planned room layout accomodating 20-60 participants
- Ensured products were ordered for demonstration and display
- Prepared work-back schedule and project plan for team and partners
- Created signage, invitations, product guides and marketing collateral
- Strategically advertised to entice clients and partners to attend
- Registered for kitchen space rental and supplies
- Worked with Category Managers for sales and product briefings
- Worked with Warehouse Personnel for transport logistics
- Recorded training seminar for social media coverage





PROJECT:

# BRAND LAUNCH + WEBSITE



**CLIENT:**

LaLa Lashes

**FREELANCE:**

2017 | Marketing + eCommerce Services

**RESPONSIBILITIES:**

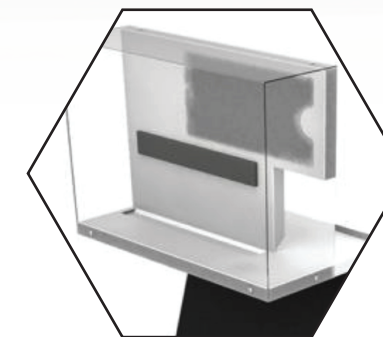
- Website development and content creation
- Photo editing and enhancements
- Setting up of eCommerce store
- Marketing and lead generation strategy





PROJECT:

# DISPLAY DEVELOPMENT



**EMPLOYER:**

Zwilling J.A. Henckels

**POSITION:**

2015-2018 | Marketing Manager

**DISPLAYS:**

2016 | Paring Knife Display  
2017 | Knife Block Display  
2018 | Multi-Line Countertop Knife Display

**RESPONSIBILITIES:**

- Designed based on product package dimensions and quantity
- Ensured a creative use of space with maximum product visibility
- Developed for longevity and timelessness
- Obtained multiple production quotes for best value and quality
- Designs stemmed from personal drawings and vision





# PROJECT:

## BRAND LAUNCH

**CLIENT:**

Varzo

**FREELANCE:**

2018 | Marketing Services

**RESPONSIBILITIES:**

- Website and social media content creation
- Photo editing and enhancements
- Setting up of eCommerce store
- Marketing and lead generation strategy





# PROJECT:

# RETAIL STORE OPENINGS



EMPLOYER:	Zwilling J.A. Henckels
POSITION:	2015-2018   Marketing Manager
STORE OPENINGS:	11.2018   Toronto Premium Outlets - Halton Hills, ON 10.2018   CF Sherway Gardens - Etobicoke, ON 09.2018   CF Square One Shopping Centre - Mississauga, ON 03.2018   CF Markville Shopping Centre - Markham, ON 10.2017   Metropolis at Metrotown - Burnaby, BC 11.2016   Outlet Collection at Niagara - Niagara-On-The-Lake, ON 11.2016   Vaughan Mills - Vaughan, ON 10.2015   McArthurGlen Designer Outlets - Richmond, BC
RESPONSIBILITIES:	<ul style="list-style-type: none"><li>• Ordered and helped design fixtures and displays</li><li>• Space planned store layout ranging from 1,000-4,000 sq. ft.</li><li>• Ensured appropriate products were merchandised according to plan</li><li>• Prepared work-back schedule and project plan for team and vendors</li><li>• Created signage, invitations, product guides and marketing collateral</li><li>• Strategically advertised to entice key demographic shoppers</li><li>• Worked with Category Managers for sales and product briefings</li><li>• Worked with Warehouse Personnel for transport logistics</li><li>• Ensured visual merchandising standards from corporate were met</li><li>• Planned all weekly promotions, pricing strategy and in-store events</li></ul>

