

Martin Holley

42 Mansfield Ave, Toronto, ON, M6J 2B2

(416) 824-0060 mholley@live.com

Portfolio: www.ravoth.com/portfolio

Linked In: <http://ca.linkedin.com/pub/martin-holley/15/5b3/288>

Communications Coordinator - Playwrights Guild of Canada

January 2012 – Present.

- Responsible for all written communications, including: press releases, posters, electronic invitations, e-newsletters and news articles.
- Responsible for all communications design and layout, including: posters, handouts, Facebook banners and *Playwrights' POV*, an electronic magazine.
- Responsible for the organization's media strategy, including: social media presence on Facebook, Twitter and Linked In, and Google Ads and analytics.
- Responsible for the organization of public readings and other events, as well as maintenance of good public relations with local, Canadian and specialist media.

Web, Social Media and Print Design – Freelance

November 2010 – Present.

- During the late stages of my studies and since, I have worked freelance. Projects include: web banners for the Markham-Stouffville Hospital Fund
- A portfolio website, social media banners and business card for JR Consulting.

Communications Officer and Assistant to the Executive Director - Italian Chamber of Commerce of Ontario

February 2007 – January 2009 (2 years)

- Responsible for all written communications, including: press releases and official correspondence.
- Responsible for the organization's media strategy and managed the complete redesign of its website, where I subsequently acted as Webmaster.
- Responsible for the organization of member events, as well as maintenance of good public relations with local, ethnic and national media.
- Wrote news and magazine articles for International publication and for the organization's quarterly *Partners*.

Media and Marketing Manager – RyeEye Publishing

May 2005 – January 2007

- Developed an effective marketing and advertising sales strategy for Ryerson's student newspaper, the *EyeOpener*.
- Developed several new marketing projects, including a book commemorating the *EyeOpener's* 40th anniversary.

- Carried out ongoing public relations and outreach.
- Managed the *EyeOpener's* advertising accounts.

Product Manager - Sagem Communications (Philips Fax)

January 2002 – December 2004

- Ownership of all aspects of product development for a series of small business fax machines and multi-functional printers, including: market research, benchmarking, requirements, design, documentation and testing throughout the development cycle.
- Managed OEM relationships with major European telecom providers, for whom we manufactured customized version of our products.

Product Manager - Philips Speech Processing

May 1996 – December 2001

- Ownership of all aspects of product development for consumer speech recognition software, including: market research, benchmarking, requirements, design, documentation and testing throughout the development cycle.
- New business developments, including: leading a project with Whirlpool to voice-activate their appliances.
- Creation of one of the first voice-activated web browser utility called Free Speech Browser.

Education

2010-11, Diploma in Web Design (Honours All Subjects), Academy of Learning, Toronto.

- Trained extensively in a CS4/5 applications environment, including: Dreamweaver, Fireworks, Photoshop and Flash.
- Trained in use of Javascript, XHTML and DOM
- Maintained a 96% average in this program.

1998-99, Level 3 German, University of Vienna and Goethe Institute.

1982-1985, attended Concordia University, Montreal. Majored in Liberal Arts, with minor in English Literature

1980 –1982, pre-University DEC from Dawson College, Montreal.

1980, Graduated from High School.

Professional Development

2001 – Product Management, Philips Training, Eindhoven, NL.

2000 – Solution Selling, Sales Performance International, UK.

1999 – Software Configuration Management Course, CTT (Philips), Eindhoven, NL.

1999 – Effective Presentation Seminar, Philips Training