

# Lori Masse

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## Highlights

- Resourceful and able to work independently.
- Talented at learning new technologies.
- Diplomatic and tactful; good people skills.
- Excels in a deadline-driven environment.
- Enjoys multi-tasking and is well organized.

## Employment History

### ***Director of Sales & Marketing, Best Western Regency Inn 2007-2009***

- **Key responsibilities:** Marketing, revenue management, public relations, Chamber of Commerce representative, ad creation, web updates, payroll, group sales.
- **Accomplishments:** Coordinated a \$500,000 renovation, increased revenue more than 20%, developed and implemented a new branding campaign, represented the hotel on various committees and at trade shows, acting General Manager during the owner's extended absences.

### ***Advertising Sales, Black Press 2005-2007***

- **Key responsibilities:** Sell ad space for special community features, develop new features, create campaigns for customers, service a sales territory, maintain a customer database.
- **Accomplishments:** Doubled ad sales over previous year, developed a database of prospects, initiated an electronic sales process.

### ***Instructor, Fraser Valley Real Estate Board 2004-2005***

- **Key responsibilities:** Classroom instruction for a new Real Estate computer program.
- **Accomplishments:** Designed course material, Powerpoint presentations and course content and outlines. Was instrumental in the successful roll-out of a new MLS database program to 2200 Realtors.

### ***Editor, The RV Times Magazine 2001-2002***

- **Key responsibilities:** Edit, proof-read and format articles, format photos, ad sales & creation, subscriber database management, correspondence, handled all reader communications.
- **Accomplishments:** Increased revenue more than 10%, developed new revenue sources, launched new magazine design and format, streamlined processes, managed the entire production alone during publisher's absences.

## Skills

### ***Communications & Public Relations:***

Customer service, editing/proof reading, graphic design, desktop publishing, writing, competent communicator.

### ***Management & Organizational:***

Project management, event management, budgeting expenses, public speaking, creating new ideas, setting priorities, analyzing problems, motivating others.

***Computer skills:*** Proficient with PC & Mac, Adobe InDesign, Illustrator & Photoshop, Microsoft Office.

## Volunteer Experience

*Area Governor*

Area 92 Toastmasters

*President*

Messenger's Toastmasters

Myrtle Evertt

Woman of the Year committee

*Director*

Real Estate Board of Greater Vancouver

## Education & Training

*Toastmasters:* Advanced Communicator

*BCIT:* Graphic Design

*Langara College:* Journalism Certificate

*SFU:* BC Teacher's Certificate

## Accomplishments

Toastmasters BC International  
Speech Contest: Third Place

Toastmasters Division K  
Speech Contest: First Place

Realty World Canada:  
Master Associate (Top 10%)

District of Surrey Scholarship