

SKILLS SUMMARY

Corey offers a broad background and success in traditional marketing including corporate branding, sign, ad and logo design, media release strategies, promotional products, brochures, information packages and new market strategies.

Corey's internet marketing skills include - website design, search engine optimization, search engine marketing, creation and management Of eNewsletters, database integration and marketing, web analytics, social media, and web based affiliate programs.

Corey is a proven successful sales and marketing professional with over fifteen years of experience in traditional, web, internal and external sales to clients including consumers, investors, government, private businesses, corporations, and publicly traded firms.

Corey was consistently a top sales performer for the following companies BIA, Eagle Profit Systems, Serebra Learning Corporation, and Green Planet Development Corp. *letters of recommendation attached.

CAREER DESCRIPTION AND ACCOMPLISHMENTS**Marketing and sales co-ordinator, Genesis Builders Group**

Genesis is a publicly traded real estate developer and home builder with over 750 million dollars in land assets selling properties in five communities. The following is a list of my accomplishments: I created a value proposition and re-branded the company, re-designed logos to reflect the new brand, authored "about the company" information for all marketing efforts, created a "home value guarantee" to overcome one of the key barriers to sales, improved on and re-designed ads for newsprint, designed and launched information / presentation areas for two new communities, created marketing and informational brochures for communities, re-designed out of date websites ensuring visitors were motivated to visit a show home and/or register for drip email campaigns, launched SEO optimized website to obtain high traffic and sales for a project which sales was a priority for the company, set up google analytics and improved on website to generate more traffic at the show home, analyzed sales staff and replaced lowest performers with higher performing trained staff, created descriptions for all six communities they build in, re-designed and improved on all home "feature sheets" brochures, created excel spreadsheet to track traffic in show homes, created a manual for processes and procedures and provided a sales manual for staff.

Director of Sales and Marketing, Green Planet Development Jan 2004 to July 2008

Green Planet is a developer of condos and town homes in Alberta. I was *exclusively* responsible for *sales of over 25 million dollars*, preparation of all ads, selection of media, negotiating rates, website design, internet marketing including Google adwords, web analytics, eNewsletters, and SEO (search engine optimization), designing show room & all signs, designing information packages, managing the interior options (increased sales by \$800K) closing processes, maintaining and creating material for both on-line (e-newsletter) and traditional databases.

Account Manager and promoted to Director of Marketing, Serebra Learning Corporation

Serebra is a publicly traded company offering eLearning solutions to corporations, individuals and re-sellers. For this company I created a web based re-seller/channel sales program to recruit qualified consultants, training organizations and industry organizations to promote the courses to their clients and partners. The co-branded website program averaged \$30-60,000 US monthly within the first four months and achieved \$80,000 US in the month of April 2002. I also supervised the creation of all marketing material to re-brand the new name 'Serebra Learning Corporation' from "First Class Systems". This included logo creation, website design and navigation, emails and PDF attachments, company brochures, and promotional items. Responsible for securing and building relationships with Fortune 500 clients such as The Royal Bank, The National Retail Federation and PBSC (a division of IBM) Top salesperson for August 2001 to November 2001 and then promoted to Director of Marketing.

Sales Executive, Eagle Profit Systems

Eagle Profit System was western Canada's largest home based business investment company. As an independent sales agent I achieved the ranking of top sales performer for the company in B.C. Canada. In addition I launched and operated the Alberta Canada market place outselling the head office within a six month period.

Partner, Brothers in Arms Ent.

A marketing company specializing in creating and applying "walking billboards" on garments for the bar and restaurant industry. At the age of twenty I developed a strategic marketing campaign to bring sales of \$64,000 in the companies first year to \$680,000 in the sixth year in a highly competitive market. Hired, trained and supervised ten full time employees, secured financing, and managed office and production operations. Maintained personal annual sales in excess of \$220,000 in addition to maintaining all marketing, management and production duties

Examples of websites owned and developed by Corey

www.StrategySearchEngine.com, www.AlbertaCondos.com, www.SylvanLakeCondos.com,
www.CondosInAirdrie.com, www.CochraneCondos.com, www.AirdrieTownHomes.com, www.MortgageInAlberta.com

Passions and interests

My wife, two daughters, friends and family, working out, sports of all kinds including extreme bocce, tennis, squash, volleyball, baseball, the environment, the internet, meditation, and in general leading a fun filled, balanced and healthy life.



"Thanks for taking the time to review my resume. I look forward to your call or email."

Corey

Email from www.CondosInAirdrie.com "The Breeze" Condo Sales Staff:

-----Original Message-----

From: Genesis Builders Group Breeze Show Home

Sent: Mon 8/24/2009 3:58 PM

To: Corey O'Neil

Subject: Breeze Traffic

Hi Corey,

Just an update on where the Breeze traffic seems to be originating from. **At least 50% of all people through the breeze mention that they found their way here through the website.** The majority of the balance comment that they found us in print (some bring in the ad) or driving by. Seems like regardless of the age group most people are doing their research online before venturing out to view properties. The reoccurring comment is " I viewed the floor plans on line, do you have the Santa Fe or Catalina etc..."

In addition to that **after collecting 15 surveys so far 7 have indicated they used google to find us. Those surveys are people that actually purchased at The Breeze.**

Unit 1107 is case in point. Pamela Curran is a middle aged single lady who was looking to relocate from B.C because she had a job starting here in Airdrie. She did all her research online and narrowed it down to a hand full of properties to view because she was here for 2days to decide on something then wouldn't be back until possession. She had a list of everything she wanted to know about The Breeze that wasn't available online and once those questions were answered over the phone she was here within 20 mins and purchased the last Catalina.

In my experience here at The Breeze between the calls that come in from people who were on the site and those who mention that's how they found us, I think a strong (easy to use) internet presence is crucial.

Sincerely,
Chris Suraci,
Genesis Builders Group
New Home Sales Consultant

Contact Info:

Cell. 403-999-5615

Toll Free 1-800-341-7211

Office. 403-980-0810

Email. thebreeze@genesisbuildersgroup.com

Fax. 403-980-0811

The Breeze website

www.CondosInAirdrie.com

Address:

The Breeze

2370, 6002 Bayside Road SW

Airdrie, AB

T4B0N



Live - Vacation - Retire

5040 - 53 Street, Sylvan Lake, AB T4S 1E7
Phone: (403) 887-8492 Fax: (403) 887-6440

www.SylvanLakeFairwayEstates.com

July 24 2006

To whom it may concern,

I have had the pleasure of working with Corey O'Neil at Green Planet Development Corp. for nearly two years. In his position, as the Director of Sales and Marketing, he was exclusively responsible for all aspects of the sales and marketing processes including company logos and image, website, ad design & placement, sales centre design, sales (which including presentations, closing and maintenance) and continued customer relations.

During his employment:

- He increased profits through lowered costs, streamlined operations, and generated higher profits.
- He over achieved sales targets
- His work ethic is one that every owner would love to see in all of their employees.
- He does not need to be micro-managed.
- He is able to meet and exceed deadlines as well as look to improve procedures to create best practices.
- He is a hard-working self-starter who invariably understands exactly what needs to be done from the outset, and how to get it done quickly and effectively
- He is a resourceful, creative, and solution-oriented person who was frequently able to come up with new and innovative approaches to his assigned projects.

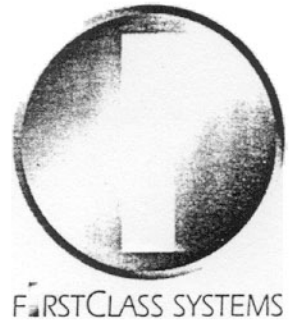
On the interpersonal side, Corey has superior written and verbal communication skills. He gets along extremely well with staff under his supervision, as well as colleagues at his own level. He is highly respected, as both a person and a professional, by colleagues, employees, suppliers, and customers alike.

In closing, as detailed above and based on my experience working with him, I can unreservedly recommend Corey O'Neil to you for any sales and marketing position. If you would like further elaboration, feel free to call me at (403) 680-7954

Sincerely,

Thomas Bererton
Developer, Green Planet Development Corp.





Corey O'Neil, Marketing Director, FirstClass Systems / Serebra Learning Corp.
- a publicly traded eLearning company in business since 1987

Account Manager - Nov 2000 to July 2001

As an Account Manager I consistently over achieved sales targets and was top Account Manager in my final two months of July and August. As an Account Manager my achievements included:

Securing and supporting clients such as The Royal Bank, XML Global, Techtargent (24 sites with 1.6 million IT professionals), an exclusive South Africa re-seller agreement, The National Retail Federation and PBSC

Improving on and developed a corporate "Cobra" strategy (a sales and marketing campaign to secure partners). The "Cobra" partnership is a co-branded website (the site has the partner logo and corporate colors) deploying FirstClass Systems Technology Based Training.

Designing and creating emails and telemarketing strategies to assist partners in understanding its benefits in turn motivating them to become a "Cobra" partner.

Authoring a "White Paper" on the technology based training industry outside of the working environment. The "White Paper" provided information such as corporate and individual advantages of **Technology Based Training.**

The improved "cobra" strategy and "White Paper" was adopted by FirstClass System at which point I was promoted from an Account Manager to the Director of Marketing.

Marketing Director - August to Present.

As the Director of Marketing I was responsible for creating on-line, traditional marketing and sales strategies. These responsibilities included:

Cobra web site creation including the navigation, design layout and marketing strategies such as banners, training club and bundled course offerings. The Cobra sites achieved a 7% buy rate.

Designing text and HTML email marketing strategies for FirstClass and its "Cobra Partners" with an analysis on "click through" and "purchase rates" ratios.

Providing Marketing reports on market research and marketing campaigns

Developing E-commerce strategies such as the "Training Club" and "bundled course" offerings

Training other Account Managers on the Cobra strategy to acquire their own "Cobra" partners. The "Cobra" program resulting in other account managers securing agreements with AGFA, Brainbuzz, and Cert21 to name a few key.

Providing digital, PDF and Word download versions of the "white paper" for visitors to the Cobra and Serebra corporate sites.

- **As the Marketing Director I increase corporate revenues by developing "Cobra partners" marketing strategies such as email campaigns, banner ads, web site strategies, and sales material.**
- **Developing an information and educational corporate CD for trade shows and direct sales marketing.**
- **Motivated a broker in the USA to purchase our stock**
- **Negotiated the first major university (Waterloo) to become a re-seller of our curriculum.**
- **Participated in the creation of the new corporate web site including content, "look and feel" and navigation.**

10/02/01

Stewart Winrob, VP Sales and Marketing

10/02/01

Brian Taylor, VP Research and Development

10/02/01

Sterling Aurel, Account Manager

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