

## E-Portfolio

**Ken Matheson**  
**Marketing Management**

E-Portfolio

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i. Cover Letter

Attention Human Resources:

I am a recent marketing graduate seeking employment within a well-established and respected organization.

I am an intelligent and passionate marketing graduate who enjoys working within a team to accomplish mutual goals. I recently worked for the Cardiac Health Foundation of Canada, developing and executing various marketing strategies to increase awareness of their annual fundraiser, the Walk of Life.

During university, I managed the campus radio station, tripling listenership during peak hours and utilizing new technology to enhance our ability to entertain the student body.

I also worked within the Students' Union as a marketing coordinator which required me to communicate and cooperate with the various departments within the union as well as the individual subdivisions of the marketing department which included graphic design, video productions, public relations and marketing research.

Finally, I assisted the Waterloo chapter of Sleeping Children Around the World in raising money and awareness in a series of promotional events. I believe that these experiences have provided me with the necessary skills to make a meaningful contribution to your organization.

Call me at your leisure to further discuss this position and what I will contribute to your organization. Thank you for your time and I look forward to hearing from you.

Sincerely yours,



Ken Matheson

## ii. Resume

### Profile

Intelligent and enthusiastic marketing graduate with interpersonal skills and experience in internet marketing, music marketing, promotions and event coordination.

### Experience

**Marketing Assistant**, Cardiac Health Foundation of Canada; Toronto, Ontario – 2010

Worked as an intern for CHFC, a mid-level charity which fundraises for cardiac rehabilitation centres. Took on the task of implementing multi-level marketing strategy using various internet channels. Established high click through rates, increased internet presence and built an online brand for the CHFC. Also utilized traditional marketing channels to increase attendance and funds raised and assisted in the organization of the Walk of Life, which took place May 15, 2010, which collected over \$400,000.

**Market Analyst**, Investments and Technical Management; Toronto, Ontario – 2009-2010

Worked as a marketing analyst for ITM, a mid-sized investment firm in Toronto. Responsibilities included researching potential investment options and creating reports based on the findings of said research.

**Program Coordinator**, Radio Laurier; Waterloo, Ontario - 2007-2008

Managed Wilfrid Laurier University's campus radio station. Responsibilities included budget creation and implementation, interdepartmental coordination, managing over 50 staff members and developing marketing strategies to increase listenership. Duties also included developing marketing policies for future marketing executives, working with various departments in WLUSU to increase awareness, recruitment and funds and assisting the VP of Marketing in day-to-day operations.

### Education

**Wilfrid Laurier University, Waterloo, Ontario** - Bachelor of Arts Political Science/Philosophy 2003-2008

**Humber College, Toronto, Ontario** - Marketing Management Postgraduate Certificate 2009-2010

### Skills

Skills include attention to detail, computer literacy (including Word, Excel, Powerpoint), internet literacy (Twitter, Facebook, Google Adwords, Bit.Ly, Youtube), ability to multi-task and interpersonal communication.

### iii. Social Media

Twitter - kenmarketing

<http://www.twitter.com/kenmarketing>

LinkedIn

<http://ca.linkedin.com/in/kenmathesonmarketing>

## **Toronto Sports Scene**

Fri, May 15, 2009 by [kmatheson](#)

### Sport

My next article is still forthcoming, but I think I will treat this blog more as a blog and less as an academic journal. So, until I can get my act together, I felt like I'd publish some thoughts on what's happening in and around the Toronto sports scene.

### **Streaking Jays**

The Blue Jays have surpassed even the loftiest expectations and currently boast the second best record in the major leagues. However, I still believe this team will be on the outside looking in come September. The offense has been carried by the likes of Aaron Hill, on pace for a robust 39 homerun, 131 RBI season, Adam Lind, putting up an impressive and unexpected .944 OPS and Scott Rolen, whose .325 batting average is a good 30 points higher than his career average. Needless to say, the offense, while spectacular, will soon come back down to earth and Blue Jays fans will realize this lineup is not the offensive juggernaut that it has appeared to be so far this season. It's been fun watching this Blue Jays team so far, and Roy Halladay has been, as always, a pleasure and an honour to watch but watch your expectations. This team lacks both depth on the field and on the mound and a proven power bat to hit at the heart of the order.

For more go to <http://www.gengo.ca/sport/toronto-sports-scene/>

## **Raptors Year End Review**

Sun, Apr 19, 2009 by [kmatheson](#)

### Sport

The Toronto Raptors do not have the rich tradition of their hockey cousins, the Maple Leafs, nor do they have a history of success, like the now-hopeless Toronto Blue Jays, but they do have one thing; a massive fanbase that ranges from obsessive to psychotic. Feared throughout the internet, Raptors fans have verbally assaulted both professional sports writers and amateur bloggers alike over issues with allegedly anti-Raptors or anti-Canadian content. It is a strange thing to see a fan-base take on the personality of the mascot, while the team itself floats through the NBA without a personality to call their one. Dedicated and passionate fans cannot will a mediocre team to a championship and the Raptors fan-base have had their hopes crushed more often than any of them care to count over the past fifteen years. Since the Raptors' inception into the NBA, Toronto has been seen as an undesirable place to play basketball; partially because of the Canadian winters and partially because most basketball players wish to remain in the United States. The team's success has been limited while its failures have been extensive and colossal. The Raptors have had seven head coaches in their franchise's young history – all of whom posted winning percentages comfortably below the .500 mark during their tenure with Toronto's lovable losers.

For more go to <http://www.gengo.ca/sport/raptors-year-end-review/>

## **An Honest Assessment of the Toronto Blue Jays**

Fri, Apr 17, 2009 by [kmatheson](#)

### Sport

It is difficult to say when the apex of Toronto's professional sports scene was, but in my humble opinion, it was 1992-1993. The Toronto Blue Jays had won back-to-back championships, capped off by the memorable walk-off three-run homerun by Joe Carter off of Phillies' closer Mitch Williams and the Toronto Maple Leafs, after completing a deal to acquire Doug Gilmour, had experienced a resurgence of sorts, ending their season in a tough playoff series against the Gretzky-led Los Angeles Kings. Fast forward 16 years, and the Toronto Major League Sports Teams are mired in some of their worst seasons in the last decade. The Toronto Maple Leafs and the Toronto Raptors are both competing for high lottery draft picks and the Toronto Blue Jays are content to maintain the status quo when the status quo has not been nearly good enough for 16 years.

For more go to <http://www.gengo.ca/sport/an-honest-assessment-of-the-toronto-blue-jays/>



## Marketing Plan

Tuesday March 9th, 2010

### Agenda

Digital Marketing Meeting 03/08/10

Facebook

Twitter

Google AdWords

Google Alerts

Closing Comments



## Digital Marketing Meeting 03/08/10



- Consistent messaging strategy
- Creating Urgency
- Frequency of message
- Review and optimize tools
- Tracking

## Facebook



- Facebook group has been established
- Objective: 200 members by May 15th
- Useful for encouraging communication & interaction
- Multi-media tool



## Twitter



- 200+ members
- Account has been re-established
- Objective: 400+ followers, bi-weekly posts by May 15



## Google AdWords



- Utilizing \$10,000 Google grant
- New campaigns
- Google AdWord's opportunities
- Tracking



## Google Alerts



- Identify relevant material
- Direct CHFC to discussions/influencers related to cardiac health and rehabilitation
- Updates/Exposure



## Closing Comments



- Social Media Marketing
- Establishing Internet Presence
- Next Steps
- Webpage/Building Content

vi. Case Study (sample)

**Business Case Study**

Ken Matheson  
MKPD507-01  
806452926  
01/25/10

Business Case Study  
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**Case A.**

Sales data for Canada Controllers Inc. (1998-2002)

	Market Share (%)	Market Share Differential (%)	Sales (\$)	Sales Growth Rate (%)	Total Industry Sales (\$Millions)	Total Industry Growth Rate (%)
1998	13.7	-	10,250,970	-	74.6	-
1999	12.8	0.9	11,844,888	15.5	92.3	23.7
2000	11.98	0.9	13,384,152	12.9	111.7	21.01
2001	11.02	0.92	14,722,155	9.9	133.5	19.5
2002	10.09	0.93	16,040,063	8.95	158.9	19.02

As visible from the above chart, Canada Controllers Inc. is seeing both increasing sales and a diminishing market share, which is decreasing at a consistent rate of roughly 0.9%/year. Additionally, the growth rate in sales has not remained consistent with the total industry growth rate (a total growth rate of 47.25% in sales from 1998-2002 as compared to an industry growth rate of 83.23% over that same period). This could mean that new competitors are entering the market, Canada Controllers Inc. is slowly becoming obsolete or most of the demand is in a specific region. Whatever the cause of this diminishing market share, the future of Canada Controllers Inc. is not bright. If this trend continues, Canada Controllers Inc. will be out of the market and presumably out of business by 2014.

Sales forecasts and data (2002)

Product Line	Company Forecast (\$)	Company Sales (\$)	Differential (\$)	Differential (%)	Industry Sales	% of Company Sales	% of Industry Sales
Control Centres	2500000	3233727	733727	29.34	20250000	20.16	15.96
Motor Starters	11500000	10406040	1093960	9.51	12240000	64.87	8.5
Repair Parts	2000000	2400296	400296	20.01	16250000	14.96	14.77
Total	16000000	16040063	40063	-	158900000	100	-

It would appear if the news is not all bad for Canada Controllers Inc, as they actually surpassed their forecasted sales in 2002 by \$40,063, seeing significant gains in the sale of control centres and repair parts (29.34% and 20.01% increase in sales, respectively). The sale of motor starters decreased by 9.51%, but the overall company's performance was quite strong. However, the motor starters division makes up almost 65% of the company's sales – which implies that it is one of (if not the only) the company's core competencies. This drop in sales may further explain the decreasing market share displayed in the previous chart – as the company's proverbial 'bread and butter' is no longer providing the stability that it did in the past.

Sales Data (2001-2002):

With this sales data, the final piece of the puzzle falls into place. In 2001, Canada Controllers Inc. sold 28 control centre units. In 2002, that total went up to 38 units, which was a 35.7% increase. However, the dollar sales increased by 83% from 2001 to 2002 which is due entirely to an increase in average price per unit. In 2001, a unit sold for \$63,097.85 – in 2002, the same unit sold for \$85,098.07, for an increase of 34.9% over the 2001 sales price. This price increase, coupled with a substantial increase in number of units sold may have created a false sense of success for the organization. Its dollar sales continue to increase, while its market share slowly decreases – probably due to very modest gains in sales buoyed by increased sales prices.

For motor starters, Canada Controllers Inc. chose to reduce the price by 89.73 from 2001 to 2002. Because of this, we see a 9.12% increase in unit sales but a decrease in dollar sales and revenue.

With regards to repair parts, sales increased by over 25% (or 486,481) from 2001 to 2002, which helped to minimize the losses incurred by reducing the price of motor starters.

In summation, the company's total sales increased from 2001-2002 by 8.95% or 1,317,908 due to the increase in dollar sales in repair parts, and both increases to number of control centre units sold and sales price of control centre units.

### Case B.

1.

$$\$1.00 \div 1.25 = \$0.80$$

The maximum price that Northgate Convenience can purchase a single can of either coke or pepsi for is \$0.80 if they want to sell 2 cans of either coke or pepsi with a minimum mark-up of 25%

2.

$$\$0.59[\text{per pound}] \div 1.50 = \$0.39[\text{per pound}]$$

The highest cost Tom can have to produce his apples and achieve a 50% mark-up is \$0.39 per pound.

3.

$$\$1.00 \div \$2.00 = 0.50$$

Harvey's mark-up on his cost is 50%

$$\$2.00 \div \$3.00 = 0.66$$

Harvey's mark-up on the selling price is 66%

Mrs. Consumer Pays

$$\begin{aligned} \$3.00 \times 1.2 &= \$3.60 \\ \$3.60 \times 1.3 &= \$4.68 \end{aligned}$$

Mrs. Consumer pays \$4.68 at retail.

### Case C.

2.

a) Breakeven Point in Units:

$$\$200,000 \div (\$250 - \$200) = 4,000 \text{ units}$$

b) Breakeven Point in Dollars:

$$\$250 \times 4,000 = \$1,000,000$$

c) Company's Expected Profit for 2007:

$\$1,250,000 \div \$250 = 5,000$ units sold $5,000 \times \$50.00 = \$250,000$ $\$250,000 - \$200,000 - \$50,000$
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d) Company's expected profit with a forecast of \$875,000:

$\$875,000 \div \$250 = 3,500$ $3500 \times \$50.00 = \$175,000$ $\$175,000 - \$200,000 = -\$25,000$
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e) The company can no longer sustain its fixed costs, and as a result has become unprofitable. Unless there is a strategy in place to increase sales to compensate for the fixed costs, the business should be shut down.

### Case E.

Sales Agent	Karen King	Bob Bishop	Anne Hand
Territory	Calgary	Toronto	New Brunswick
Calls/Day	10	8	6
Direct Selling Costs (\$)	72,000	74,000	82,000
Orders/Call (%)	22%	26.10%	29%
Average sales/call (\$)	3,666	4,123	3,255
Average time per call (min)	32	42	36
Orders/Day	2.2	2.1	1.7
Sales/Day (\$)	36,660	32,984	19,530
Margin/Day (\$)	7,735.26	7,487.37	4,550.49

Overall, Karen King looks to be the most effective salesperson for the company, mostly because of her low direct selling costs and her impressive sales/day. She is also relatively efficient, requiring only 32 minutes per average sales call to produce \$36,660 in sales/day. Finally, she produces the most orders per day, just beating out Bob Bishop. When considering all of the factors, she produces the most for the company at the lowest cost.

### Case F.

Territory	# of Agents	Sales (\$)	Sales/Agent (\$)
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British Columbia	2	886,458	443,229
Alberta	2	742,458	371,229
Saskatchewan & Manitoba	2	1,244,553	622,276.50
Atlantic Provinces	3	937,887	312,629
<b>Total</b>	<b>9</b>	<b>3,811,356</b>	<b>423,484</b>

In light of one member of the sales force asking for increased commission, I was interested in judging the effectiveness of each agent, with regards to region. Much of this is speculative because I do not have the external factors to include in this analysis, but it is still an interesting and possibly even essential process. The average sales agent sells \$423,848 and the sales agents in Saskatchewan and Manitoba easily outpace the pack by selling an average of \$622,276.50 making Saskatchewan and Manitoba's sales agents the biggest producers to the company, and therefore, the most valuable.

Territory	8% Commission (\$)	10% Commission (\$)	Company Salesperson (\$)	New Strategy (\$)
British Columbia	70,917	88,646	90,000	70,917
Alberta	59,397	74,246	90,000	59,397
Saskatchewan & Manitoba	99,564	124,455	90,000	124,455
Atlantic Provinces	75,031	93,789	90,000	90,000
<b>Total</b>	<b>304,908</b>	<b>381,136</b>	<b>360,000</b>	<b>344,769</b>

Here we can see the cost of keeping the sales staff at 8% commission, raising them to 10% commission or employing a full-time company salesperson. My recommendation for this would be to install a new 10% commission – for sales/agent who sell \$500,000 or more. This would provide motivation for sales agents to increase their sales to reach the \$500,000 mark and satisfy the calls for increased wages. Increased wages result from increased productivity. This also serves to reward the two Saskatchewan and Manitoba sales agents who are responsible for 32.65% of the company's sales. Finally, I would opt to turn the Atlantic Provinces over to one full-time company sales agent in an effort to boost sales and increase efficiency. Overall, the new strategy costs less than moving over the entire company to 10% commission or to individual company salespeople and encourages efficiency and increased sales.

vii. References

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“Ken is a great student who consistently gets things done. He often takes a leadership role in a group setting and is a master at overcoming difficult challenges and emerging with top quality results. Ken is dedicated and hard working and will be a true asset to any company. Don't let this one get away!” March 31, 2010

[Steve Bang](#), Professor, Business, Humber College

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