



ANGUS BLAIR

CURRICULUM VITAE

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I'm a B2B marketing specialist, devoted to working with hi-tech firms on their marketing and communications, where I like to operate at the intersection of strategy, science and design. I'm currently looking for an opportunity as a marketing manager with an Auckland based technology company.

Experience at Lee ter Wal Design

Core Marketing and Messaging

- Account director of our largest client for two years; overseeing the development of several new websites, brand development and extension, and dozens of successful campaigns.
- Helped frame the vision and executive summary for a New Zealand think tank on several pieces covering the environment, education, and economic strategy.
- Developed, pitched and sold a brand for the New Zealand science commercialisation eco-system.

Sales and Pitching

- Developed communication material for an indigenous group to gain buy-in to a 7-figure energy investment.
- Developed keynote presentation and speech material for major speaker at a national innovation conference and to later successfully obtain government funding.
- Led the development of pitching material and engaged in the business development process with an early stage New Zealand R&D company for acquisition by a range of multinational companies.

Experience Design

- Led a user experience upgrade of an e-commerce engine for a major IT distributor.
- Architected a digital sales process for an enterprise software company, plugging holes where their existing marketing system and brand architecture was failing.
- Helped craft a website that delivered basic cognitive behavioural therapy to the young victims of the 2011 Christchurch earthquake.

Employment

2010–12	Lee ter Wal Design	Strategist
2004–08	Ingram Micro / Tech Pacific	Project Manager & Sales

Education

2009	Auckland University	Master of Commerce with Honours, <i>Mgmt</i>
2005–07	Massey University	Bachelor of Business (Massey Scholar), <i>Mgmt & Marketing</i>

Selected Awesomeness

2012	Île-de-France Departmental Powerlifting Champion, Squat: 180kg / Bench: 115kg / Deadlift: 240kg
2009–10	New Zealand Future Leaders Programme
2008–11	Spark: The University of Auckland Entrepreneurship Challenge <i>Winner 10k Challenge 2008 & 40k Challenge, 2009 / Alumni Lead 2009 / Judge 2011</i>
2008–11	Varsity Toastmasters, <i>President 2009</i>
2004	New Zealand Tae Kwon Do Team
1998–07	Auckland Youth Symphonic Band, <i>1st Clarinet, Section Leader & Soloist</i>



For additional details, please see:

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