



# Karyna Ainsworth

WEBSITE: [WWW.KARYNAAINSWORTH.COM](http://WWW.KARYNAAINSWORTH.COM)

## PERSONAL OVERVIEW

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An entrepreneurial business development and marketing manager, I bring to a prospective client a sound mix of strategic and practical marketing communications and business development knowledge gained internationally. I have strong communication and creative problem solving skills, the ability to work autonomously or as part of a team, and am exceptionally organized and detail-oriented. I am articulate, well-traveled, well-read and a natural relationship builder. Proactive and resourceful, I can be both tenacious and tactful as different situations require, and have a positive attitude in everything that I do personally and professionally.

## EXECUTIVE SUMMARY

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- ▶ Lived and worked internationally for over ten years, including Singapore for one year demonstrating the ability to quickly adapt to new environments and easily build new relationships at all levels.
- ▶ International business experience gained through extensive travel for business throughout the United States, Asia, Canada, United Kingdom and Germany, and having dealt extensively with a major client based in Taiwan.
- ▶ Strong marketing communication and business development skills transferable across different industries having worked with a broad range of companies that include technology applications for specific environments, professional services, healthcare, consumer products, fitness equipment manufacturers and distributors.
- ▶ Ability to think creatively in creating concepts and strategies in all aspects of marketing from branding to below-the-line and lead generation activities, using innovative ideas and optimizing available resources.
- ▶ Capable of working in a high-pressure, fast-paced environment and am able to adapt quickly to changing agendas or resources while remaining composed and focused on the goal as a result of extensive experience working with start-up ventures.
- ▶ Demonstrated ability to achieve results with limited resources, attained through working with small businesses and start-up companies creating, implementing and managing cost-effective marketing campaigns.
- ▶ Adept at managing projects of significant size and complexity, and handling multiple tasks simultaneously having been responsible for launching new products at international tradeshows, demonstrating excellent organizational abilities, the ability to meet deadlines within budget constraints and effectively manage stakeholders at all levels.
- ▶ Exceptional networking and relationship-building abilities demonstrated by a diverse network of business and fitness industry contacts in the United States, Australia, Asia, Canada and the United Kingdom.
- ▶ Comprehensive business planning expertise evidenced by numerous business plans written for fundraising, joint ventures, internal growth strategies and including presentation to boards of directors and potential investors.
- ▶ Solid understanding of public companies and investor relations through experience liaising with a North American stock exchange, board of directors and investors.
- ▶ Ability to design collateral materials that connect with the goals of the business including concept, copywriting and finished design, through experience working with both advertising agencies and creating materials personally.
- ▶ Conversant with information and communication technology with capacity to apply problem solving skills as required in this area. Capable of learning new technologies and applications quickly based on an existing good working knowledge of various technologies.

## RELEVANT PROFESSIONAL EXPERIENCE

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**2001 – Present**

**Marketing & Business Development Consultant**

**New York / Sydney, Australia / Newport Beach, California / Singapore**

*Between 2001 and 2004 in conjunction with a U.S. business partner, I co-owned two consulting companies that provided sales, marketing and business development expertise, one in the United States and one in Australia. Since the beginning of 2005 I have assumed sole responsibility for Australian and Asian based clients. Effective from March 2008 I have been based in New York.*

In the capacity of marketing consultant, I am responsible for creating and implementing cost-effective marketing solutions for my clients from researching and writing planning documents to implementing and managing multi-faceted marketing campaigns including tradeshows, advertising, public relations and printed marketing materials in addition to working with clients to improve their customer touch-points to maximize the revenue generated by any marketing campaign.

## 2001 – Present (continued)

As a marketing and business development consultant, to date my clients have included:

- ▶ Australian Water (Australia)
  - Provider of water infrastructure to greenfield development sites..
- ▶ Debbie Does Car Loans (Australia)
  - Provider of automobile finance targeted at 20-35 year old males.
- ▶ Sexy, Stylish and Single (Australia)
  - Exclusive invitation-only events for singles in Sydney which donated all proceeds to a children's charity (also co-owner of company).
- ▶ Buzz Energy Pte. Ltd (Singapore) & Buzz Monkey Energy Pty. Ltd. (Australia)
  - A natural energy drink based on the Australian Wild Plum, new to the market in 2006
- ▶ Big Red Frog Media (Australia)
  - Involved in the creation, production & marketing of innovative lifestyle entertainment content across several platforms.
- ▶ Perfect Vision (Australia)
  - Leading provider of LASIK laser eye surgery in Sydney.
- ▶ PASH Parties (Australia)
  - Party plan and web-based retailer of sensual products for women including lingerie and body products..
- ▶ Exercise Australia Commercial (Australia)
  - Supplier of commercial fitness equipment to fitness facilities and Australian distributor of SportsArt Fitness.
- ▶ Eastern Heart Clinic (Australia)
  - Heart surgery and cardiology clinic in Eastern Sydney, which also acts as a training facility for other cardiologists.
- ▶ SportsArt Fitness (U.S. / Taiwan)
  - Manufacturer of commercial and retail fitness equipment, primarily cardiovascular equipment (e.g. treadmills).
- ▶ ClubCom Networks (U.S.)
  - Provider of private media networks for active lifestyle environments including fitness facilities.
- ▶ RapidTron Smart Access Control (U.S.)
  - Smartcard access control for universities, ski resorts, amusement parks, fitness facilities and transit applications.
- ▶ Hutchison Technologies (Scotland)
  - Developer of innovative high-tech entertainment products for active lifestyle environments including fitness clubs.
- ▶ Diesel Fitness Equipment (U.S.)
  - Importer and reseller of commercial grade fitness equipment manufactured in Europe.

My major responsibilities and achievements as a marketing & business development consultant include:

### Business Planning

- ▶ Researched and authored company business plans for various clients, most recently a comprehensive business plan including sales projections, budgets and industry research for a joint venture between two clients, located in Scotland and Taiwan. This plan was used to define the objectives of the venture and each organization's responsibilities, and successfully secure financing from both an institutional lender and a grant from Scottish Enterprise, a Scottish Government initiative to fund small businesses.

### Public Relations

- ▶ Writing and distributing press releases for various clients via newswire services and directly via email to a database of media contacts to achieve editorial coverage and product placement.
- ▶ Writing editorial articles highlighting client's products for publication in industry trade magazines.

### Development of Collateral Materials and Sales Tools

- ▶ Designing marketing materials including advertising, direct mailers, brochures and sales presentations using graphic design software including Photoshop, Illustrator and InDesign, then liaising with printers to finalize production.
- ▶ Complete redesign of a client's website including rewriting of copy, addition of new features and working with a designer on improving the look, feel and functionality of the site.

### Direct Mail Campaigns

- ▶ Designing and implementing an ongoing and cost-effective direct mail initiative for a client, with the first campaign generating over \$100,000 in sales over its 6 week duration with minimal costs, representing an increase of approximately 65% over the previous 6 weeks sales.
- ▶ Creating and managing a database of target customers for use in direct marketing initiatives, and for internal and external sales channels for clients.

### Tradeshows and Event Management

- ▶ Coordinated the company launch of client at a major international fitness tradeshow in San Francisco, and participation of various other clients in other major international fitness tradeshows including FIBO in Germany and FILEX in Australia demonstrating the ability to plan events remotely and manage events in a foreign country.

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**1996 – 2001**

**Netpulse E-Zone Media Networks**

**San Francisco, California, U.S.A.**

**Director of Marketing**

*E-Zone Networks specialized in new and innovative technologies, most notably an entertainment solution for fitness facilities incorporating internet, television, on-demand video and audio content into a screen positioned in front of cardiovascular equipment such as treadmills. In 2000 E-Zone Networks merged with 2 other companies to form Netpulse E-Zone Media Networks.*

In my role as Director of Marketing, I was responsible for the creation, implementation and management of the company's marketing activity including production of marketing materials, advertising, tradeshows, public relations and in-club promotions within an annual marketing budget of approximately \$1.5 Million USD. As a start up company I was also responsible for many business development tasks, especially in the early development of the company.

My major responsibilities and achievements in this role included:

Business Development and Planning

- ▶ Co-wrote multiple business planning documents for new business development for E-Zone including researching and compiling information, creating budgets, projections and presentations for the Board of Directors.
- ▶ Created presentations for, and participated in meetings with venture capital companies and potential investors to raise funding for the company.
- ▶ Assisted in building financial models encompassing sales projections and budgets for the purposes of raising funding and determining internal benchmarks.

Product Launches including Tradeshow and Event Management

- ▶ Managed launch of the company and product at a major international fitness tradeshow in San Diego including coordinating advertising in multiple trade publications and direct mail campaign to tradeshow attendees, onsite and post-event administration / management of sales leads and orders; and management of private hotel suite (including installation of equipment) for meetings and demonstrations to major customers, investors and strategic partners.
- ▶ Managed launch of E-Zone Model 2 product at a major international fitness tradeshow in San Francisco which in addition to the projects usually associated with tradeshows (mentioned above) included coordinating installation of product in the tradeshow booths of 8 strategic partner companies, and organizing a cocktail party (procuring attendance of over 200 fitness industry insiders and VIPs) with an overall budget for the launch of \$500,000 USD, demonstrating the ability to manage substantial complex projects within time and budget constraints.
- ▶ Project managed overall tradeshow participation and event sponsorship for the company which included 2 major, and approximately 10 minor tradeshows and other events annually.

Marketing Communications

- ▶ Managed design and production of marketing materials for E-Zone including a comprehensive 12 page brochure which was required to be produced in less than a week.
- ▶ Managed design, production and placement of advertising for E-Zone in fitness industry trade publications.
- ▶ Coordinated photo shoot for E-Zone Model 2 product at a prestigious fitness facility in San Francisco including models, stylist, hairstylist, makeup artist and photographer.
- ▶ Created and successfully implemented a complete in-club marketing campaign for a new product for E-Zone (One-on-One Training Videos) within the fitness facilities in which E-Zone was installed, resulting in an increase in usage of the programs of over 300%.

Sales Support

- ▶ Designed and produced effective sales presentations for E-Zone field sales staff.
- ▶ Created database of fitness facilities in the USA from multiple sources for use by sales staff and in direct mailing campaigns.

Public Relations

- ▶ Coordinated the company's public relations in conjunction with Heart Communications (PR firm), including:
  - Co-writing copy and obtaining approval for press releases;
  - Distribution of press release via newswire services;
  - Compilation of database of consumer magazine editors and writers, and of distribution of press releases directly to these contacts;
  - Creation and distribution of press kits;
  - Creation and maintenance of a newsclip portfolio for both company and competitors; and
  - Liaising with trade and consumer media.

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**1995 – 1996**

**Various Contract Positions – Australia & U.S.A.**

**Multilease**

**Sydney, Australia**

**Marketing Assistant**

*Multilease (now known as RentWorks) provides their global customer base with leasing, rental and finance solutions for large capital equipment purchases.*

- ▶ Provided marketing and sales administration assistance including the creation of automated templates for bids, quotations and presentations to clients.
- ▶ Liaised with various financial institutions to solicit multiple competitive bids for financing each client.

**Synergy 2000 Consulting**

**Pasadena, USA**

**Sales & Marketing Assistant**

*Synergy 2000 has two separate and unique divisions, one providing human resources and change management consulting expertise and the other provided consulting and programming services focused on preemptively addressing the Y2K issue.*

- ▶ Assisted with mass recruitment project (over 1,000 positions to fill) for Transamerica Corporation associated with their relocation from San Francisco, CA to Dallas, Texas.
- ▶ Assisted in creation of Y2K sales presentations directed at Chief Information Officers and high level IT staff in major organizations, including attendance at these presentations to large clients that included Honda USA.
- ▶ Designed brochures and sales presentations for both divisions of the business which required a basic understanding of the business concepts and technology behind the Y2K programming services.

**Freelance Graphic Design**

**Newport Beach, USA**

*Provided contract graphic design services to several companies including a large advertising agency in Southern California.*

- ▶ Worked on production of brochures and collateral materials for an agency.
- ▶ Created renderings of prototype products from technical drawings using Photoshop for a client.
- ▶ Created logos, brochures, advertising and t-shirt designs for a client.

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**1994 – 1995**

**Sport Specific International, Inc.**

**Calgary, Alberta, Canada**

**Office Manager / Legal Secretary / Investor Relations**

*Sport Specific acquired patented exercise fitness equipment and developed a worldwide market for “total body” fitness machines, culminating in a Joint Venture with Reebok® International to exploit the technologies and become a pioneer in this type of fitness equipment. The company’s operations were located in the United States, however Sports Specific International was listed on the Alberta Stock Exchange and the Canadian office was responsible for all legal, financial and investor relations matters.*

My responsibilities and achievements included:

- ▶ Assisted in coordinating an international symposium on “The Future of Fitness” with over 200 attendees including international guests, authors and fitness industry VIPs.
- ▶ Liaised with the Alberta Stock Exchange on reporting and filing of company documents.
- ▶ Communicated with investors and company directors on high-level matters including confidential legal matters.
- ▶ Worked in conjunction with the marketing and legal departments of Reebok International on all publicly released materials to ensure consistency of messages and accuracy of information distributed.
- ▶ Assisted in writing multiple private placement memorandums, annual reports, press releases and a prospectus for the company’s planned listing on NASDAQ.
- ▶ Worked with a patent attorney on the preparation of documents for filing of patents and trademarks on products.
- ▶ Attended board meetings to take minutes and subsequently distribute minutes to all directors.
- ▶ Managed two junior staff (receptionist and part-time filing clerk) and general office requirements including minor accounting functions, supplies, telecommunications, etc.