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Mustang Survival Corp.
Att: Human Resources
3810 Jacombs Road
Richmond, BC, V6V 1Y6

June 16th, 2003

Greetings:

I am pleased to submit my resume for the position of Manager, Marketing Services. I have marketing product communications experience in the high-tech industry and hold a degree in Marketing. My skills and accomplishments are in accord with your requirements, as listed below:

With respect to Managing Department Interfaces with Sales & R, D & E:

Over the past 7 years I have worked in a manufacturing environment, which involved dealing with R&D in regard to product roadmaps, prototype availability and technical fact checking. I provided the sales team with support for product collateral, demonstration set-ups, advertising, dealer visibility through co-op funds, and trade show logistics. In conjunction with product management, technical support, R&D, and sales, I organized communication working groups that aimed to increase product and services visibility. This function required me to present, explain and justify marketing directives and budgets worldwide.

With respect to Product Life Cycle Management:

I created, implemented and developed product launch plans, which included: preparing promotional materials (brochures, catalogues, brochures, and data sheets); packaging and scheduling product demonstrations; advertising; and all related public relations activities. Moreover, I defined product features for collateral purposes and set frames of reference, points of parity, and points of differences for competitive positioning. Selecting and evaluating market studies for business departments was an additional responsibility, as was gathering and assessing competition data.

With respect to Communications Services:

I was responsible for the design/revision, production and printing of product and corporate literature as well as power point presentation and website updates. Working closely with the Company's public relations agency, I coordinated news releases, user stories and product reviews. I also met with editors and ad representatives at trade shows.

With respect to Technical Support:

I was the primary contact at Miranda Technology and liaised with international customers about status orders, repairs, return and loans. My superior technical support skills earned mention in a 'TV Technology' article published by one of Miranda's clients.

With respect to Management Leadership:

I led the international sales administration team at Miranda Technologies and the Customer Service Department of Level 9 Sound Designs. Coaching and motivating productive teams has been one of the most challenging and rewarding experiences of my marketing communications career.

I look forward to hearing from you at your earliest convenience.

Best regards,

Arlette Abbe