

BERNIE HORTON

WORK HISTORY

Gardening/Landscape Professional

2020 - present

Self Employed, Ottawa, ON

- ♦ Gardener - Attending to peoples various flower and vegetable gardens - often planting vegetable, flowers, shrubs, trees and maintaining the gardens with weeding, adding enriched soil and mulch and pesticides if necessary
- ♦ Lawn maintenance - regular trimming and cutting of grass, pruning trees, planting of new shrubs and trees, trimming around all gardens, patios, decks, etc. Pruning of shrubs and trees. Doing proper yearly maintenance with lawn feed, weed and pest repellent
- ♦ Clearing space for new construction of decks, patios, sheds. Putting up of decor for various holidays including hanging lights and placing Christmas decor in and outside the house.

Realtor, Property Manager

2013 - 2020

RE/MAX Hallmark, Ottawa, ON

- ♦ Buyer Agent – assisting clients in finding property which suits their needs in all areas of Ottawa
- ♦ Developing competitive market analysis reports for both buyers and sellers, staging vacant properties, negotiating on behalf of buyers and sellers, marketing homes thru word of mouth, writing of direct mail and social media
- ♦ Managing 40 residential properties – finding tenants, fixing various problems on an as needed basis or finding appropriate professionals to do the necessary work

Distribution Manager,

2006 - 2013

Metro Newspaper, Ottawa, ON

- ♦ Hired and supervised a team of 20 street promoters, negotiated printing and delivery contracts
- ♦ Continually built circulation and maximized readership through strategic planning and execution
- ♦ Planned and executed promotions for Metro and external clients on a regular basis through in-paper advertising, on-street promo, web promo and utilization of social media, proposal writing

Account Manager,

2004 - 2006

Rogers Radio Group, Ottawa, ON

- ♦ Conducted outside advertising sales and promotions for Rogers group of radio stations including: KISS FM, Y101, Jack FM, CHEZ 106 and Oldies 1310.
- ♦ Developed comprehensive written promotional and advertising plans for a variety of local clients through on air advertising, web advertising and promotional activities

Corporate / Group Sales Executive,

2004 season

Ottawa Lynx, Ottawa, ON

- ♦ Acted as Sales executive for Ottawa's only professional baseball team.
- ♦ Developed written advertising and event packages for local and large corporate clients at Lynx Stadium

Senior Account Executive,

1999–2003

National Cinema Network, Ottawa, ON

- ♦ Acted as Outside sales consultant for large multi national company
- ♦ Sold advertising to local and national clients on the screens and in the lobbies of AMC movie theatres in Toronto, Ottawa and Montreal - Assisted clients with writing and development of creative concepts

Account Supervisor/ Broadcast Producer

1990-1999

BBDO Advertising

- ♦ Produced TV and radio commercials for Canada's largest advertising agency
- ♦ Managed projects from budgeting and development of a script, through production and delivery of a professional product while gaining a thorough knowledge of all aspects of television and radio production
- ♦ Editing and proofreading of 100's print ads as well as scripts for television and radio

EDUCATION

Dale Carnegie Diploma 1996
Dale Carnegie, Toronto, ON

Certified Advertising Agency Practitioner – (CAAP) 1994
Institute of Canadian Advertising

B. A.: Communications/Psychology 1990
University of Ottawa, Ottawa, ON