



**Pickleball Canada 2023 Annual General Meeting
June 28, 2022
Election of Directors - Nominee Information Package**

Nominee Name: Kelly Doyle

Nominee Letter of Intent:

I am submitting this letter with the intent to join the Board of Directors for Pickleball Canada. I am very much aligned with the goals and focus of your organization. I would like to use skills gained in sales and marketing to help your not-for-profit organization for the sport of pickleball in Canada.

Enhancing co-workers performance and being organized are some of my key strengths. I get along well with others, I thrive on finding resolutions and building strength in groups. I am very confident that these qualities and my commitment to Pickleball Canada will be an asset to your organization.

Many of my professional achievements will assist on this board are as follows:

- Leading the budget planning process through my sales and marketing expertise
- Be a spokesperson for the organization
- Share my skills in implementing strategies and knowledge of programs

I have attached my resume that will review my qualifications and experience. I adore pickleball and I want to grow the sport in Canada. I know that my passion for sports, professional experience and educational qualifications will be an asset to the board. I would appreciate it if you could contact me by phone or email, so we can meet next week. I look forward to hearing from you.

Sincerely,

Kelly Doyle

Nominee Bio:

Kelly Doyle is a Senior Account Director, Broadcast Division at ZoomerMedia Limited. She is a passionate Sales Director, an excellent communicator, good negotiator and has great customer service skills.

Kelly is the most optimistic, energetic person I know. She is an exceptional listener and has good people skills. Her favourite hobby is sports. She spends much of her free time cycling, working out, hiking, playing paddle tennis and pickleball. She plays pickleball at the Boulevard Club and at her cottage in Gravenhurst, Muskoka. It is one of her favourite things to do since it she loves the camaraderie and playing with her whole family.

Kelly has been married for 19 years and has 15 year old twins. Her family enjoys playing pickleball together and love being part of the fastest growing sports.

She is very passionate about volunteering in her spare time. Kelly has collected and donated over 2,000 pounds of food for the Daily Bread Food Bank since 2017. She also collects items to create gift boxes for women in shelters since 2018.

Kelly would be an asset to the Board of Directors at Pickleball Canada since she has incredible leadership skills and eagerness to participate.

Nominee Resume:

EXPERIENCE

Zoomer Media (DEC 2015 – PRESENT)

Senior Account Director for Radio, blogTO, Daily Hive, TV, Zoomer Digital & Zoomer Magazine sales:

- Managing a one million dollar territory in direct business in Ontario
- Awarded highest overall biller in the 2023, 2022 & 2020 One Day Sale contest
- #1 sales representative on the team in 2019 for New Business Development
- Increased client base by 10% in 2018 (over 50 accounts including: Canadian Opera Company, Cineplex, Shoppers Drug Mart, Toronto Symphony Orchestra, Wal-Mart & William Ashley).
- Creating and maintaining outstanding relationships with clients and co-workers, being a valuable resource to clients in planning new programs and liaising with multi-media platforms at MZ Media Inc.

Deedee and Co. (NOV 2014 – NOV 2015)

Deedee & Co. is an intimate apparel, swim and sleepwear wholesale agency.

Sales Representative role included:

- Generating a 30% increase in new business development for my territory
- Developing new business with key retail accounts in lifestyle and athleisure.
- Key duties included exceptional customer service, promotion creation and lead product knowledge sessions

K2 Events (JUNE 2013 – NOV 2016)

Partner role included:

- Focused on developing relationships with Altus Dynamics, Phila Optical Ltd. , WoodGreen Community Services, The Humphrey Group, as well as independent consumers
- Got referral business through outstanding customer service, with a keen eye to detail and always exceeding expectations.
- Offered innovative event concepts and flawless execution

Community Give-Back Initiatives while on Extended Maternity Leave: JAN 2009 – MAY 2013

- Managed millennial celebrations at The Boulevard Club, La Veranda, Terroni and Azaria's.
- Organized Lambton Kingsway School's socials at Liberty Grand & The Old Mill – 2013/2014
- Social Committee Advisor of the Metro Mother Network, Swansea Town Hall – 2010/2011, 2014
- Leader of the Metro Mother Network, Swansea Town Hall – 2009/2010, 2012/2013
- Created promotions & advertising with Esthetics at the Boulevard Club – 2011/2012
- Finance Director of the Metro Mother Network, Humber Valley Church – 2011/2012

Astral Media, Newstalk 1010, Sirius XM (JAN 2006 – OCT 2007)

Account Executive role included:

- Managed a \$800,000 territory and generated a 25% increase in new business development

Merchandising Advisor role included:

- Managed the development and implementation of retail promotions for national accounts.

Instore Focus (March 2004 – Dec 2005)

National Account Manager role included:

- Sold and managed a \$4.1 million territory, increased from \$2.7 million last fiscal.
- Generated a 75% increase in new business development for my territory.

Gemline (January 2003 – March 2004) Account Manager

The Arthritis Society (AUG 2001 – DEC 2002) Associate Director, Corporate and Foundation Development

- Worked with the Board of Directors on Partnerships and Foundation Development

Kodak (MAY 1995 – JULY 2001)

Director Sponsorships and Marketing Program – Professional Motion Imaging (1999 – 2001)

Marketing Specialist – Themed Entertainment Department (1998 – 1999)

Product Specialist – Professional Motion Imaging department (1998)

Account Manager – Consumer Imaging Department (1995 – 1997)

EDUCATION

Ryerson University - Bachelor of Applied Arts, Marketing Certificate: 1990 – 1994

VOLUNTEERING, HOBBIES & INTERESTS

- **Daily Bread** - Managing Holiday Food Drives, two COVID-19 Collections and donating 2,000 lbs+ of Food: Dec 2017 – Present
- **The Shoebox Project** - Collecting items to create gift boxes for women in shelters: Dec 2018 – Present
- Pickleball, cold plunging, skiing, photography, tennis, cooking, hiking, yoga and book club