

Keith Danby

647.225.9484 • danby@mac.com • www.keithdanby.ca

MARKETING & SALES CONSULTANT • 1995 to present

A freelance “Director of Sales & Marketing”, I provide sales, marketing, and computer services and solutions to a diversified array of companies providing implementation and sustenance of corporate branding, sales and marketing strategies, and technical services including computer technology desktop/mobile integrations and migrations.

For recent commissions visit www.keithdanby.ca.

MARKETING

- Website authoring, maintenance, promotion, analysis systems, SEO, Google AdWords, social media
- Corporate HD video production
- CRM database systems
- Digital e-mail campaigns
- Market channeling and penetration
- Media and PR liaisons

BRANDING

- Design aesthetics
- Promotion strategies
- Advertisements (digital and print)
- Digital artwork (logos, graphics, illustrations, format conversions)
- Print marketing materials (stationary, interactive digital corporate and product brochures, print catalogues, newsletters)

MULTIMEDIA & COMPUTERS

- Photo and digital manipulation, retouching and restoration
 - Video production(s), formatting, conversions and editing (digital)
 - Mac computer systems, administration, integration and technologies training
 - Adobe CS, MS Office, Internet & mobile integration technologies and training
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EXPERIENCE

Director of Marketing

Field Concepts .CA, CETEC Group, Georgetown ON • October 2016 to February 2018

With the Field Concepts .CA and CETEC group of companies, I authored, deployed, branded and oversaw the company’s marketing interests – including but not limited to – complete design and production of all digital and print marketing materials including custom CRM (customer relationship management) database systems, corporate websites, advertisements, and direct mail campaigns.

Director of Marketing

Johnson Systems, Calgary AB • March 2007 to July 2024

Johnson Systems is a manufacturer and distributor of lighting control products and systems designed for the entertainment, theatrical and architectural lighting industries. I deployed and oversaw the company’s entire marketing interests – including but not limited to – complete design and production of all sales digital and print materials including product sheets, marketing databases, corporate websites, advertisements, direct mail campaigns, and sales support strategies.

Director of Sales & Marketing

Child’s Play of Colorado, Denver CO • December 2004 to December 2014

Child’s Play manufactured, sold and installed “poured-in-place” and synthetic surfacing. I created and deployed the company’s marketing program – including but not limited to – complete design and production of all digital sales and print materials including product sheets, corporate marketing databases, websites, direct mail campaigns, sales support strategies and was responsible for sales, specifications, technical support and service to landscape contractors, distributors, and landscape engineers.

Director of Marketing

William F. White International & Comweb Group, Toronto ON • August 1990 to March 2002

William F. White is a leader in sales and rental equipment supply for the motion picture, film, television and theatrical production industries. I created and deployed the company’s entire marketing program – including but not limited to – complete design and production of all rental and sales digital and print materials including catalogues and newsletters, corporate marketing computer databases, corporate websites, direct mail campaigns, sales support strategies, corporate contributions and sponsorships, promotion strategies, and promotional events.

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Manufacturer's Sales Representative

Distribulite Limited, Richmond Hill ON • May 1995 to January 2000

Committed to the new construction electrical specification market ("Division 16" of a general construction contract) as a manufacturer's sales representative for theatrical and architectural dimming and control systems. I was responsible for sales, specifications, technical support and service to electrical contractors, distributors, and electrical engineers. I implemented and deployed Distribulite's computer systems including project tracking databases, approval drawings production, and agent support systems.

General Manager

Audio & Lighting EFX Inc., Toronto ON • March 1989 to May 1990

General manager responsibilities for this retail dealer of professional audio, lighting and special effects equipment. Specifically responsible to deploy the theatrical explosives manufacturer, LeMaitre Pyrotechnics, entrance in the United States marketplace. I developed and set up Global Future Technologies Inc., as a US based importer, wholesaler and distributor of professional special effects products and theatrical pyrotechnics for the US entertainment industry market. Responsibilities included knowledge of all US government regulations and compliance requirements (federal and state) for all aspects of dealing and handling theatrical explosives and pyrotechnics.

Operations & Sales Manager

RMSCO Ltd., Scarborough ON • October 1984 to March 1989

RMSCO Ltd. were importers and distributors of professional audio, lighting and special effects products for the entertainment industry. My responsibilities included handling all operations, order processing and customer service.

Machinist Apprentice

Algoma Steel Corporation, Sault Ste. Marie ON • March 1981 to May 1984

Manufacturing and repairing equipment and parts used throughout Algoma Steel's internal steelworks operations operating all trade related machines and equipment.

EDUCATION

Sault College of Applied Arts & Technology, Sault Ste. Marie ON • March 1981 to May 1984

Machinist Apprentice courses in collaboration with the Ministry of Colleges and Universities, Apprenticeship Branch and Algoma Steel. Trade theory, trade practice, mathematics.

Applications: Including but not limited to: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Acrobat); MS Office Suite (Word, Excel, PowerPoint); FileMaker Pro; and a variety of website authoring, production and maintenance applications

Languages: HTML, XHTML, CSS, JavaScript

Visit: www.keithdanby.ca



**Canadian Motor Vehicle
Arbitration Plan**

235 Yorkland Boulevard
Suite 109
Toronto, Ontario
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**Programme d'arbitrage
pour les véhicules
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www.camvap.ca

Keith Danby

Reference Letter

Keith Danby has provided consultant services to the Canadian Motor Vehicle Arbitration Plan since about 1998. While not on the direct payroll, Keith has been an integral participant in communicating CAMVAP's message to the public and to our stakeholders through his work on our website and our promotional materials. To CAMVAP, Keith is both a technology and a marketing specialist.

Once a program need or requirement has been identified Keith has consistently delivered the required product or tool. From the development of the initial layout to the production and marketing of the final design Keith's skill set has been invaluable in the development and maintenance of CAMVAP's communications and marketing strategies.

Keith's most memorable achievements include the design of CAMVAP's first website, the rebranding of the program in 2008 and again in 2012, preparation of multi-lingual information brochures about our program, preparing presentation materials for our 20th anniversary celebration where the members of the Ontario Legislature were invited to attend. More recently Keith has been working with program staff to develop a new and ultra-modern e-learning solution that is being used as a professional development tool for CAMVAP's current arbitrators and to train new arbitrators for the program. Keith used several innovative techniques that were not only cost efficient and time saving but most importantly delivered a high quality product that can be adapted to current and future technologies and continues to receive very positive review.

CAMVAP continues to use Mr. Danby's services. We have looked at other service providers from time-to time, but we continue to find the skill sets Keith brings to the table to be the best in the market-place. Keith is reliable, flexible, innovative, bright, a high quality producer, frequently a visionary, a technology guru and a good fit with our organization. He is an effective leader when needed and a team player too.

Should Mr. Danby be considered by your organization, I recommend him for your highest level of consideration.

I will be delighted to be one of his references should the need occur. My email address is smoody@camvap.ca.

Yours truly,
CANADIAN MOTOR VEHICLE ARBITRATION PLAN

Stephen Moody
General Manager



JOHNSON SYSTEMS INC.

"PROGRESSIVE ALTERNATIVES IN LIGHTING CONTROL"

RE: Keith Danby Reference Letter

TO WHOM IT MAY CONCERN:

I have known Keith Danby for approximately 22 years, over which time we have enjoyed successful business dealings as colleagues with a close mutual friendship. Keith has a long time reputation within the entertainment industry of being a "marketing guru" with notable significant work and accomplishments for some of the industries more prominent companies, both past and present.

Approximately 10 years ago, needing the assistance of someone with Keith's skill sets, I approached Keith with the opportunity to help me build my business. This has been a successful venture that remains active today. I have had and continue to have the pleasure and opportunity to work with Keith on a wide range of business items including large project sales, trade shows, strategic business planning and all areas of marketing.

In recent years, Keith's position with Johnson Systems has been as Director of Marketing for the company. Keith's prime responsibilities include web site development and deployment, internet key-word mining, price catalogue design and all advertising undertaken by our firm. Although I have direct input and liaison with Keith in these areas, he pretty much has free reign to do what is necessary to meet our objective as a company within our budget. This trusted, successful and ongoing strategic alliance continues to add tremendous depth to Johnson Systems in areas where we do not employ expertise of this type on a full time basis.

Prudent fiscal conservatism is one of Keith's traits and respected by a small business such as Johnson Systems. Other positive professional skills Keith possesses include an innovative vision of where technology and our industry is heading. He has predicted certain economic outcomes with remarkable accuracy! Keith is well liked by all our staff, product dealers and company associates whom he interacts with. He always conducts himself professionally with the company's best interests at heart.

A hard-working dedicated professional, Keith has always been able to "get the job done", even under demanding circumstances or when there are time constraints involved. With the honest and integrity that I have seen over the years, Keith will hopefully remain an integral part of the Johnson Systems team. This said, he would be an asset to any organization with my highest recommendation!

Sincerely,

Shaun Johnson, President
Johnson Systems Inc.



ONTARIO STAGING LIMITED

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Toronto, ON M1L 1M9

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F 416 694-2979
1-877-69 STAGE (7 8243)
'maria@ontariostaging.com'

To Whom It May Concern,

I am writing on behalf of Keith Danby and his future career opportunities. I have known Keith, both professionally and personally, for over 15 years and have always known him to be an organized, responsible, and easy going individual. I believe that his skills and experience make him an excellent candidate for various positions within an organization.

When I met Keith, he was in sales for electrical distribution, where he was responsible for pricing and executing large project work involving lighting, dimming, and electrical distribution in the entertainment industry. He dealt with all clients, large or small, in a very professional and honest manner, and therefore gained a lot of trust from people in the industry. Our company manufactured the distribution strips for many of the projects Keith has worked on.

Later in his career Keith moved on to freelancing, covering both web design & marketing. He created our company's website, as well as all our marketing brochures and advertising spots. He also updates our site frequently and always completes what is asked within 24-48 hours at the most. There are times I have requested a last minute ad design and Keith has never let me down, his timing is impeccable.

Throughout the time I have known Keith, he has also worked in Sales and Marketing for companies not related to the entertainment industry, and has seemed to fit in with these other markets just as easily as he is does in the community of film and theatre techs. He is a well rounded individual, who can speak about a broad range of topics to a broad range of people.

In summary, I highly recommend Keith for any future professional endeavor. In addition to marketing and computer/technical skills, I also recommend Keith for his communicative, deployment, and inter-personal skills. Please feel free to contact me for any further information you may need.

Sincerely,
Maria Siciliano
(Controller)



Special Mine Services

West Frankfort, Illinois
1-618-932-2151

Petersburg, Indiana
1-812-354-9104

Central City, Kentucky
1-270-754-9911

Toronto, Ontario
1-416-710-0965

To Whom It May Concern:

I'm very pleased to write this recommendation for Keith Danby.

Keith has provided consultant and marketing services to SMS Connectors since 2009 and has been an integral part in establishing SMS's online Internet presence through the design and deployment of our corporate website as well as our online digital product catalogue.

Aside from Keith's marketing and technical expertise, Keith was inspirational in assisting my successful migration from the Microsoft Windows platform to the Macintosh computer platform. His help to myself on behalf of SMS Connectors has saved me hours of work per week increasing productivity.

Should Mr. Danby be considered by your company, I'd recommend him for your consideration and would be delighted to be one of his references should the need occur.

Yours very truly,

A handwritten signature in black ink, appearing to read "Dennis Snowden".

Dennis Snowden
International Sales Manager



Of Colorado LLC

9956 W. Remington Place, Suite A-10-186, Lakewood, CO 80228 • tel/fax: 720-962-4592 • info@childsplaysurfaces.com

**Keith Danby
Recommendation Letter**

Keith Danby has provided consultant services to Child's Play of Colorado, and its subsidiary companies EZ Play and Superior Rubber and Mulch, since inception in 2004. Keith has been an integral part in helping establish all these businesses through his work on the companies' websites as well as all our promotional and marketing materials. He is both a technology and a marketing expert.

Keith excels in the highest levels of productivity and standards for quality and accuracy. He possesses the ultimate "can do" attitude while taking on all tasks with a positive energy. His upbeat personality and engaging personal style enables him to interact effectively with clients and staff. He's incredibly well organized, and keeps track of the details necessary to coordinate an efficient business.

I'm very pleased to write this recommendation for Keith because I am very grateful for his contributions to our company and very confident that he has the intelligence, work ethic and communications skills to add value wherever he works.

If you have any questions, please call me at 303-241-1791.

Best regards,

A handwritten signature in black ink that reads "J.R. Gilles". The signature is written in a cursive style.

J.R. Gilles
General Manager

100 Carson St
Unit A
Toronto, ON
Canada
M8Z 6C1

Tel
(416) 644-1010
Fax
(416) 644-0404

TO WHOM IT MAY CONCERN:

I have known Keith Danby since 1988. Since that time, I have worked with Keith in many capacities. Early on, it was apparent to me that Keith is a person who is a focused individual. Keith is committed to listening and getting the job done, on time and on budget.

Keith has provided design and marketing expertise to me since the late 1980's and I can say that each project was managed and completed with professionalism and creativity. His integrity is second to none and something that Keith has maintained since the beginning.

I can wholeheartedly recommend Keith to anyone who is interested in working with him. I know he will deliver each and every time.

Please feel free to call me at any time to speak further.

Sincerely,



Bob Johnston
President

CHRISTIE LITES