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## Chartered Marketer - Reference – Marketing Expertise

On behalf of the Chartered Marketer application who has approached you to be a reference, please fill out all relevant sections below and return directly to CMA by email ([certificationmanager@thecma.ca](mailto:certificationmanager@thecma.ca)) or by mail

Attention: Certification Manager  
Canadian Marketing Association  
55 University Ave, Suite 603  
Toronto ON, M5J 2H7

**Date:**

**Contact Details:**

Name:

Address:

Phone Number:

Email:

Website:

☐ I confirm that I have known the applicant in a business capacity for at least 2 years

**Please ensure you sign and date on page 4 to complete the reference.**



## Marketing Expertise

Please indicate in the table below the number of years you have seen the following Marketing Domains demonstrated by the applicant and give specific details as to tasks, successes and responsibility of how the Domain has been demonstrated. Only fill out sections relevant to the domains applicant has experience in.

Marketing Domain	Number of Years Observed	Ways Experience Has Been Demonstrated
<b>Strategy &amp; Planning</b> (eg – lead on point for building a marketing strategy, participate in building budgets, lead quarterly go-to-market planning, customer segmentation etc)		
<b>Product Management</b> (eg – key owner of the end-to-end product experience, P&L, growth strategy, etc)		
<b>Advertising &amp; Promotions, Marketing Communications</b> (eg – lead end-to-end creation of ad campaigns for external and/or internal media, media & advertising planning, etc)		
<b>Customer Journey &amp; CX/UX</b> (eg – being the lead/owner for ensuring the quality of the customer's experience with the product, service or digital interface; designing and launching programs that improve customer experience, etc)		
<b>Martech</b> (eg – experience using marketing technology, leading teams who manage those technologies and have a solid understanding of how they work, etc)		



<b>Data Insights/Analytics</b>		
<b>Teaching Marketing</b> (post-secondary institution or professional development program)		

Please include any additional information you feel is relevant to the applicant's marketing expertise that is not already reflected above.

**Marketing Expertise Additional Comments:**



### Signature

Please sign and date below to acknowledge that you have completed this reference to the best of your knowledge and that you are willing to be contacted by CMA and/or a 3<sup>rd</sup> party Review Committee member for the purposes of discussing the information presented herein.

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Signature

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Date