



Results-driven digital marketing professional and Chartered Marketer (CM) with 10+ years of experience across demand generation, paid media, content strategy, lifecycle marketing, web operations, and RevOps-aligned execution. Proven track record of building practical marketing systems that improve pipeline visibility, campaign performance, lead engagement, and conversion outcomes. Experienced in translating business goals into clear campaigns, messaging, reporting, and growth-focused marketing initiatives across B2B and e-commerce environments.

## SKILLS

**Demand Generation & Growth:** Outbound Campaigns, Lead Generation, Paid Media, Retargeting, Conversion Optimization

**Content & Messaging:** Persona-Based Messaging, Email Marketing, Social Media, Landing Pages, Blog, Sales Enablement Assets

**RevOps & Marketing Operations:** HubSpot, Workflow Automation, Lead Routing, Lifecycle Marketing, Reporting, KPI Tracking

**Web & Performance:** Website Updates, UX Improvements, Landing Page Optimization, A/B Testing, Google Analytics, SEMrush

**Tools & Platforms:** AI-Assisted Research and Planning, HubSpot, Google Ads, Meta Ads, LinkedIn Campaign Manager, PlusVibe, Warmly, Replit, WordPress, Canva, Photoshop, HTML/CSS

## WORK EXPERIENCE

### Digital Marketing Manager | Set2Close (*HubSpot Elite Solution Partner*)

Jun 2025 – Mar 2026

- Supported multi-channel demand generation across outbound, paid media, retargeting, content, LinkedIn, and lifecycle marketing for a HubSpot Elite Partner focused on pipeline visibility, CRM execution, and revenue growth.
- Built and refined persona-based outbound campaigns for decision-makers across multiple industries, contributing to **70+ campaign launches**, a **73.2% campaign completion rate**, and a **12.2% positive reply share**.
- Supported marketing programs tied to an **83% lead contact rate** and a **92% win rate on marketing-sourced opportunities** through messaging refinement, routing alignment, and campaign execution.
- Contributed to thought leadership and social growth through LinkedIn content, bi-weekly newsletter support, and content initiatives that drove a **6.3% newsletter conversion rate**.
- Helped develop landing pages, campaign briefs, case study plans, proof assets, lifecycle hygiene initiatives, and HubSpot workflow support to strengthen conversion paths and sales enablement.

### Digital Marketing Specialist | Canadian Payroll Services (*Payroll and HR Solutions*)

May 2019 – May 2024

- Led data-driven digital marketing initiatives that **increased lead generation by 62%** through Google Search campaigns focused on the U.S. market.
- **Improved email engagement by 35%** through personalized segmentation and AgileCRM workflow execution.
- **Increased social interaction by 40%** through multi-platform content strategies and audience engagement initiatives.
- Supported UX redesign and landing page optimization efforts that improved website conversion performance and overall marketing ROI.
- Used SEMrush, Google Analytics, and A/B testing tools to monitor campaign performance and guide optimization decisions.

## Assistant Manager Digital Marketing | Zellbury (*Fashion E-commerce Brand*)

Oct 2018 – Feb 2019

- **Customer Acquisition & Retention:** Used analytics and SEO strategies to improve customer growth and engagement, leading to a 68% increase in returning customers.
- **Content Strategy & Execution:** Developed high-performing product and landing page content, resulting in a 40% increase in page conversions.
- **Automated Campaigns:** Managed automated email workflows to enhance customer engagement and retention.

## Digital Marketing Lead | Cloudways (*Cloud Hosting Platform*)

Apr 2017 – Sep 2018

- **Integrated Campaign Management:** Led digital strategy for the Australian region, managing SEO, SEM, email, social media, and paid advertising efforts that drove a 35% increase in traffic and a 20% reduction in CPC.
- **Performance Optimization:** Implemented A/B testing and CRO strategies to increase landing page conversions by 30%.
- **Affiliate Program Management:** Oversaw affiliate partnerships and campaign performance, helping expand referral-driven acquisition channels.

## Affiliates & Social Media Marketing Lead | OneVPN (*VPN Services*)

Apr 2016 – Nov 2016

- **Affiliate Strategy & Management:** Revamped affiliate outreach and onboarding processes, increasing program revenue by 40%.
- **Social Media Growth:** Developed competitive content strategies across platforms, boosting social media engagement by 50% and follower base by 30%.

## Assistant Manager Strategy & Planning | Symmetry (*Digital Marketing Agency*)

Jan 2016 – Apr 2016

- **Campaign Development & Execution:** Leveraged digital marketing expertise to recommend and execute high-performing campaigns for clients, amplifying reach and effectiveness, and improving campaign performance by 15%.
- **Client Management:** Managed strategy, content development, and delivery of marketing campaigns across multiple websites and digital channels for a prestigious roster, including Unilever, Zong, Toyota Indus Motors, Italiano, and ICAP, achieving a 20% improvement in overall campaign efficiency.

## EDUCATION

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### Masters in Management & Administrative Science

2014

*Aligned with Canadian business management principles focusing on leadership, strategy, and analytics.*

### Post Graduate Diploma in Public Administration

2013

## ADDITIONAL CERTIFICATIONS

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### Chartered Marketer (CM) Designation | Canadian Marketing Association

2025

### Digital Graphic Design | Seneca College

2024

### Artificial Intelligence in Marketing | University of Virginia

2024

### Salesforce Marketing Cloud Email Specialist | Udemy

2024

### Scrum Master Accredited Certified (SMAC™) | International Scrum Institute

2017

### Advanced Google Analytics | Google

2019