

XXXXX XXXXXX

XXXXXXXX, XX | XXX-XXX-XXXX | XXXXXXXX@gmail.com | www.Linkedin.com/in/XXXXXXXX

HEAD OF MARKETING

Driven | Professional | Energetic | Analytical | Personable | Insightful | Strategic | Knowledgeable | Adaptable

- ❖ Respected leader who champions a consistent vision, hits forecasts and goals for diverse markets, builds world-class teams and cultures, and exceeds client retention expectations in highly competitive industries.
- ❖ Known to produce data-driven insights enhancing client ROI, drive growth through tech ecosystem innovation, and harness cost-saving opportunities to boost profitability.
- ❖ Excellent listening, questioning, and communication skills leveraged to make people feel heard, promote inclusion, and serve internally as the “voice of the customer.”

“XXXX's media recommendations were insightful and strategic... Her relentless pursuit for achieving exceptional results regardless of ad spend amount is what makes working with her an absolute pleasure.” – X. XXXXX (Client)

PROFESSIONAL EXPERIENCE

XXXXXXXX – XXXXX, XX / Remote

2022 to Present

HEAD OF COMMERCIAL – CANADA

Opened Canadian arm of GDPR-compliant SaaS organisation offering a cookie-less digital marketing solutions, balancing priorities to accelerate growth, elevate communications, gather key client feedback, and empower team to succeed.

- **Create and implement long-term marketing strategies**, data-driven forecasts, and OKRs; regularly monitor and adjust tactics through quarterly business reviews (QBR) to meet 100%+ of objectives in fast-paced, deadline-driven environment.
- **Generated \$2M in first year of sales**, surpassing net new client goals by 3X by communicating value propositions to generate demand, creating “FOMO” (fear of missing out), and helping clients prepare for the next digital era.
- **Build brand by gaining 3rd-party product validation**, elevating credibility and recognition for XXXXXX algorithms.
- **Localise global master service agreements (MSA)** with affiliate component, ensuring compliance and market alignment.

XXXXX XXXXXXXX XXXXX, XXX – Remote

2021 to 2022

SR. MANAGER – MARKET DEVELOPMENT, NORTH AMERICA

Nurtured client relationships, analysed performance, and helped publishers increase profitability through direct and programmatic sales while driving North American market development for global audio streaming & podcast industry leader.

- **Listened attentively to understand client needs**, leveraged data to propose bespoke strategies and solutions, and fortified relationships by delivering solutions through direct and programmatic sales that increased ROI.
- **Catapulted customer retention from 60% to 90% and won back lost customers** by identifying needs / gaps and positioning Triton against competitors to offer greater value.
- **Doubled margins from 20% to 40%** and supported acquisition integration by aligning podcast GTM with rate cards.
- **Fostered internal and external stakeholder relationships** by providing product and content marketing feedback, building briefs for different shows, and defining sponsor program integration.

XXX – XXXXX, XX

2018 to 2021

SR. SALES DIRECTOR

Improved workflow efficiency and client retention for programmatic media partner to marketers / agencies by monitoring trends, developing tools and resources, and evangelising automated data-driven audience acquisition, omnichannel, and marketing insights.

- **Opened Western Division office**, recruited and hired 4 team members, and improved achievement of revenue goals by 20% by spearheading business development, onboarding net new agencies, and reinforcing customer-focused culture.
- **Worked with Product team as “voice of the customer”** to share customer insights and shape product development.
- **Demonstrated assertive leadership**, rigorous work ethic, and eloquent communication while building C-suite relationships and working with cross-functional teams to accelerate program success, client satisfaction, and revenue growth.
- **Modified communication and GTM strategies** based on actionable insights from statistical models and applied quantitative analysis detailing audience view of brand.

XXXXX XXXXXX – XXXXXXXX, XX**2010 to 2018****ACCOUNT DIRECTOR (2014 – 2018)**

Developed national-, market-, and store-level marketing / channel plans for multiple brand categories, managed budget and P&L, and sourced strategic partnerships with agencies.

- **Promoted to run Western Sales team** with transparent communication, inclusive culture, and budget alignment.
- **Landed among top 5% of Inside Sales leaders** while managing portfolio of 30+ new accounts.
- **Upsold key accounts** by presenting quarterly business reviews (QBR) with quantitative metrics, simplifying complex topics, and negotiating contracts.
- **Collaborated with high-performance team to facilitate end-to-end execution of XXXX XXXX ad campaign**, accelerating exposure through strategically targeted assets and content.
- **Developed XXXXX's first content integration with XXXXX XXX** to launch new product line in Canada.

ACCOUNT EXECUTIVE (2010 – 2014)

Identified prospect goals, expectations, and KPIs; brainstormed with team to align basket of customisable digital opportunities with customer needs; and presented compelling value propositions.

- **Received annual "CRUSHER Award" (2013)** out of 5,000 employees globally for growing Dentsu from \$2M to \$10M in 3 years and Coastal Contacts from \$10k to \$5M+.
- **Managed 3rd-party channels and built strategic partnerships** to enhance marketing efforts, measuring success using analytics tools and infrastructure.
- **Owned digital marketing roadmap and comprehensive strategy**, overseeing paid media, affiliates, lead generation, app acquisition, and customer retention.
- **Implemented content and influencer marketing strategies**, strengthening brand awareness and engagement.



Early career success **exceeding \$3M/year revenue quota** at XXXXX XXXXX XXXXXXXX. (2007 – 2010)

EDUCATION & CREDENTIALS**Bachelor of Business Administration**

Guelph University, Guelph, Ont.

PROFESSIONAL DEVELOPMENT:

Customer Service & Sales Management Certification | MPP

6-Week Leadership Development Training | AOL

KEY SKILLS:

GTM & Marketing Strategy | Demand Generation | Brand Building / Management | Product & Content Marketing | Partnership Development | Cross-functional Collaboration | Leadership | KPIs | Trend Analysis | Data Analytics | Team Building | Coaching / Staff Development | Omni-channel Digital Marketing | Salesforce CRM