

# PI S Executive Profile

**TITLE:** Director –Marketing / Strategy / Sales

**LOCATION:** Vancouver

**RELOCATE:** No, but available for remote work and travel



## EXECUTIVE CANDIDATE PROFILE

*A passionate, results-oriented marketing director with over a decade of experience in strategic marketing and communications. Proven success leading organizational marketing innovation across various market segments through multi-platform campaign initiatives while continuously driving ROI as a result of creative and engaging marketing and communications plans. A strategic thinker, multi-tasker, and precise tactician who communicates effectively and works collaboratively with both internal and external stakeholders. Leads and motivates teams through passion and energy to improve processes and achieve results.*

*This candidate is seeking a strategic marketing role in a thriving organization. They have worked for large multinational companies such as Accenture to medium-size firms and even technology start-ups. Their vast experience has given them the business insights to be agile, tackle process improvements, implement change management, and assess opportunities for growth.*

*Passion and expertise in:*

- *Defining and executing marketing, digital, communication, and PR strategies to support the overall goals and objectives for national brands.*
- *Supporting the productization of SaaS software solutions through various marketing and communications campaigns, while analyzing their results and opportunities for improvement.*
- *Optimizing the customer journey from brand awareness to final purchase and advocacy through thought-out demand generation to increase recurring revenue.*
- *Managing and optimizing quarterly marketing plans, annual budgets, SMART goals, and quantifiable KPIs.*
- *Cross-functional team management.*

## Recognition / Achievements

- Executed an entire brand refresh including a new website with increased web traffic of 46% and improved SEO of 61% within 3 months.
- Increased social media followers by 113% in one year across multiple platforms.
- Implemented a company-wide CRM deployment which included developing and improving business processes, along with national user training within 5 months.
- Improved RFP pursuit win-ratios by about 25% across major sectors such as health care, transportation, and higher education through effective content and engaging graphic design.
- As President for 6 years, successfully led a team of 10 Directors for a professional services marketing association by providing professional service providers and their marketers with opportunities for professional growth, education, and networking opportunities.

## ■ Education / Designations

- Master of Business Administration in Executive Management – 2022  
Royal Roads University
- Graduate Certificate in Project Management - 2021  
Royal Roads University
- HubSpot Academy Certified - 2020
- Adobe Creative Suite - 2014  
British Columbia Institute of Technology (BCIT)
- Bachelor of Commerce in Entrepreneurial and Business Management - 2013  
Royal Roads University