

TITLE: Senior Marketing Manager

LOCATION: Calgary

RELOCATE: Yes No Possibly



EXECUTIVE CANDIDATE PROFILE

Ambitious leader with demonstrated success implementing go to market plans and cross border strategies for one of Canada's fastest growing brands. Experience leading innovative teams within the food & beverage, hospitality and CPG sectors and relationship management with key external stakeholders.

Delivers results through a holistic understanding of business operations and ability to focus in on top opportunities that drive revenue growth. Efficiently executes marketing functions including, but not limited to; brand strategy, business development, social media, digital, PR, experiential & e-commerce.

■ Recognition / Achievements

- Completed corporate rebrand strategy to enter US market.
- Developed USA marketing entry strategy.
- Initiated and managed, from conception to launch, national ecommerce platform resulting in online sales increase of 200%.
- Established benchmarks for marketing metrics and monitored success of ongoing campaigns, adapting when needed.
- Created processes that drove efficiencies within the marketing team, including the introduction of automation where applicable.
- Built and maintained marketing budgets that focused on cost reduction in entrepreneurial environments, reducing spends by up to 40%.
- Extensive event experience planning and executing high end galas, pop up shop builds and music festivals; including building permits, liquor licenses, staffing and sponsorships collection.

■ Education / Designations

- Bachelor Degree in Tourism Management & Marketing from the University of Calgary