

DIGITAL MARKETING STRATEGIST 416.363.9888
planet4it.com

For Further Assistance please contact James today.

PROFILE

Digital Marketing subject matter expert
11 years of international marketing experience
Superior skillset with customer segmentation, acquisition and client retention.

EDUCATION

2008 M.B.A - Imperial College Business School - London, UK - Marketing and Finance
2002 BBA - Imperial College Business School - London, UK
Honored with Scholarship award for outstanding academic performance

TECHNOLOGIES

Analytics: SEO, SEM, Omniture, Google Analytics, Site Catalyst
Front End: CSS, HTML

PROFESSIONAL EXPERIENCE

September 2010 Self Employed
to Present

Big 5 Bank
Toronto, Ontario

DIGITAL MARKETING LEAD AND EBUSINESS STRATEGY MANAGER (April 2013 to August 2014)

Reported to the Director of eBusiness Strategy, developed marketing strategies and tactics to maximize overall marketing achievements in support of their objectives and business results; linking customer data to develop and execute marketing plans for their investment product line in Canada; aiming to increase client retention and improve customer experience.

- Developed and executed integrated eMarketing campaigns, using a mix of marketing channels and tactics (ie: direct marketing, banner ads, video, media)
- Strategized the design and implementation of marketing, product and regulatory initiatives including eStatement, Mobile app, Tablet, CASL, Refer a friend campaign, which resulted in increasing the client retention by up to 45% in one year
- Analyzed customer data, created segmentation model and defined the target audience to develop targeted client campaigns, measured and monitored the cost efficiency of campaign activities against KPIs; managed cost/ benefit analysis, improved solution messaging, program conversion rates, and contributed to sales pipeline by up to 65% over a year on both investment banking online platforms
- Provided governance of brand standards, quality control and compliance with policies for all online channels, educated clients on the value of digital marketing and contact management vehicles and best practices

Major Insurance Company
Toronto, Ontario

STRATEGIC DIGITAL MARKETING MANAGER, Credit Card (November 2012 to April 2013)

- Reported to the head of marketing & operation, managed the day to day operation, customer experience and ongoing development to increase customer acquisition ; worked with major banks to deliver credit card profitability , conducted consumer credit

research and analytics to analyze the market opportunity, provided insights on product and cardholder behavior trends and developments

- Developed and implemented eMarketing campaigns in partnership with TD bank and CAA to expand the value proposition and product functionality, worked with other regions to leverage and develop credit product solutions for the Canadian market
- Identified new market opportunities and develop new products, services and capabilities that support growth of TD market segment
- Analyzed, measured and monitored cost efficiency of campaign activities against KPIs; defined the campaign metrics created the reports and managed cost/ benefit analysis for major projects.

Health Benefits Company

Toronto, Ontario

STRATEGIC DIGITAL MARKETING MANAGER (October 2011 to October 2012)

At a Toronto-based health Benefits Company focused on the delivery and administration of employee health benefit

- Reported to the VP of marketing and operation, developed and executed strategic marketing plan to support the ongoing development of the Group benefits; developed and optimized the campaigns strategy across online and offline platforms
- Conducted competitive analysis, measured the effectiveness of the marketing campaigns; identified key target audiences, key messages and value propositions; recommended the most effective channel to support the marketing campaigns across direct mail, email, webinar, event and social media
- Monitored and measured campaigns results, developed and created reports and identified and recommended the most effective communications channels to executive management team
- Developed marketing campaigns on CRM using email campaign for special client target segment, worked with business development team on Retention/Renewal initiatives, resulted in increasing sales by 30% in one year

Major Insurance Company

Toronto, Ontario

DIGITAL MARKETING STRATEGIST, Strategic Planning (September 2010 to September 2011)

Multinational company and one of the world's leading reinsurers

- Reported directly to the CEO, led the budget of 900k to create the annual nationwide integrated marketing plan and campaigns across online and offline platforms; built campaigns roadmaps, liaised with global and local management team, aimed at entrenching new customers, improved direct mail mailings by 55%
- Developed partnership model with broker channels, championed the launch of several new acquisition channels from inception to execution to drive profitable acquisition for DAS Canada, and orchestrated end-to-end delivery of online (email, ad banner, web, social media campaign) combined with traditional media (direct mail, Radio, event) which led to increase the conversation rates by 55% in one year
- Developed segmentation model and defined the primary and secondary target groups, developed, measured and monitored the cost efficiency of campaign activities against KPIs; conducted post campaign analysis to maximize the ROI on marketing investment and ensure alignment to regional/national priorities