



## SUMMARY

Marketing leader with 8+ years of experience in digital strategy, paid media, and content development. I thrive in collaborative environments and bring a performance-driven mindset to everything I do, from managing multi-channel campaigns to building growth strategies for service-based and B2B clients.

## EDUCATION

### Carleton University

BA, Communications

## SKILLS

- Managing and mentoring high-performing marketing teams
- Developing and executing go-to-market strategies
- Driving ROI on multi-million-dollar advertising budgets
- Leading SEO, PPC, and AI-driven search initiatives
- Analyzing performance with GA4, GTM, and Looker Studio
- Building client strategies aligned with business goals
- Implementing AI tools to innovate and scale marketing
- Orchestrating integrated multi-channel campaigns

## CERTIFICATIONS

### Hootsuite Academy

- Social Marketing Certification

### Google

- Google Ads Search, Display & Video

### Semrush

- On-Page & Technical SEO

## PROFESSIONAL EXPERIENCE

### Director of Digital Marketing

TRUEdotDesign | Jan 2025 - Present

- Overseeing multi-million-dollar advertising budgets with a sharp focus on ROI and market impact
- Managing a team of marketers while leading and mentoring them to deliver high-impact campaigns
- Driving go-to-market strategies for new agency services, strengthening client offerings and revenue streams.

### Communications Manager

TRUEdotDesign | Oct 2023 - Jan 2025

- Managing and creating marketing content for multiple clients in several industries
- Crafting effective Go-to-Market (GTM) strategies for clients launching new products and services
- Overseeing the development and implementation of paid advertising campaigns

### Marketing Manager

Better Business Bureau | May 2021 - Oct 2023

- Developed and executed marketing strategies that increased visibility of BBB accreditation.
- Generated qualified leads for paid memberships, contributing directly to revenue growth.
- Partnered with leadership on B2B initiatives, supporting team expansion and growth.

### Marketing Project Manager

Market Pie | July 2018 - Feb 2021

- Directed project timelines and task assignments, ensuring seamless collaboration across the team.
- Acting as the liaison between client and agency
- Delivered multi-channel marketing campaigns by coordinating designers, writers, and digital specialists.