

CHELSEY HARASYM

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EXECUTIVE PROFILE

Strategic Marketing Leader with 10+ years of integrated marketing experience driving demand generation, product marketing, brand strategy, and market expansion across B2B SaaS, hospitality, and CPG sectors. Proven track record building high-performing teams, managing multi-million-dollar budgets, and delivering measurable revenue impact through data-driven campaigns, cross-functional collaboration, and customer-centric positioning. Expertise in executive reporting, analytics, and scaling marketing operations during high-growth phases.

PROFESSIONAL EXPERIENCE

Marketing Manager | Avenza Systems Inc. | Toronto, ON | Apr 2022 – Dec 2025

- Owned integrated demand generation strategy across webinars, digital campaigns, trade shows, and account-based marketing; drove 30%+ of qualified pipeline annually for \$10M+ ARR SaaS platform.
- Managed webinar program generating 30%+ of annual qualified leads; iterated on content, promotion, nurture sequences, and sales handoff to optimize conversion rates and sales acceptance (95%+).
- Planned and executed 5+ major industry trade shows annually; managed end-to-end logistics, booth design, speaker preparation, and lead follow-up; tracked event ROI and attributed pipeline contributions.
- Established KPI dashboard and executive reporting cadence across MQL, SQL, opportunity creation, and revenue influence; delivered monthly board-ready updates on pipeline metrics and marketing contribution.
- Partnered with Sales leadership to align demand generation targets with revenue goals; designed lead scoring, nurture workflows, and SLA agreements; achieved consistent 95%+ sales acceptance rates.
- Managed \$500K+ annual marketing budget; optimized allocation across paid advertising, events, martech, and content based on channel performance and pipeline ROI.

Digital Marketing Specialist | Avenza Systems Inc. | Toronto, ON | Jun 2020 – Apr 2022

- Launched and optimized paid digital campaigns (Google Ads, LinkedIn) generating 40%+ increase in qualified lead volume year-over-year; managed \$300K+ annual ad spend with 3:1 average CAC payback.
- Developed and executed product marketing initiatives for new feature launches; coordinated messaging, sales enablement, and customer success communication; tracked adoption and customer satisfaction metrics.
- Managed email marketing program across nurture, product announcements, and customer retention; increased open rates to 28% and click rates to 4.5% through segmentation and personalization.

Digital Marketing Specialist | Hornblower Niagara Cruises | Niagara Falls, ON | Jul 2018 – Jun 2020

- Managed \$1.5M+ annual advertising budget across digital, print, radio, and outdoor channels; optimized spending based on seasonal demand patterns and ROI; improved efficiency by 18% year-over-year.
- Executed website rebuild project; led UX/design collaboration, content strategy, and post-launch optimization; increased organic traffic 35% and booking conversion rate by 12%.
- Developed user-generated content (UGC) strategy; sourced, curated, and licensed 1,200+ guest photos and videos for social media, website, and paid campaigns; reduced content production costs by 40%.
- Partnered with Sales and Operations on pricing strategy, package positioning, and promotional calendar; aligned marketing messaging with business objectives and revenue targets.

Social Media Coordinator | Hornblower Niagara Cruises | Niagara Falls, ON | May 2016 – Jun 2018

- Built social media presence from zero to 50K+ followers across Facebook, Instagram, and Twitter; developed content calendar, community management strategy, and paid social campaigns.
- Managed influencer partnerships and sponsored content; negotiated agreements, tracked engagement metrics, and measured campaign ROI; generated 10K+ qualified website referrals annually.

Freelance Digital Marketing Manager | Likeable Marketing, Various CPG/Beverage Clients | Niagara Region | Apr 2013 – May 2016

- Provided strategic digital marketing and social media management for CPG and beverage alcohol brands; developed content strategies, managed paid campaigns, and built social communities.
- Managed winery marketing initiatives in Niagara region, including Ravine Vineyards; developed tasting room promotions, event marketing, and seasonal campaigns; increased foot traffic and wine club memberships.

EDUCATION

Bachelor of Commerce, Marketing | Ontario Tech University, Oshawa, ON

Associate Degree, Winery & Viticulture | Niagara College, Welland, ON

CERTIFICATIONS & CORE COMPETENCIES

- **Certifications:** Google Analytics, Google Ads, Apple Search Ads, HubSpot Inbound Marketing, Power BI
- **Core Competencies:** Demand generation, event management, product marketing, brand strategy, digital advertising, marketing automation, analytics & reporting, budget management, team leadership, cross-functional coordination, sales enablement
- **Marketing Stack:** HubSpot, Salesforce, Google Analytics, Google Ads, LinkedIn Campaign Manager, SEMrush, Power BI, Slack
- **Languages:** English (native), Portuguese (professional), French (elementary)