

# Ben Judge

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A marketing leader with a passion for solving real marketing challenges and turning data into meaningful growth. A true Digital Nerd at heart, I bring curiosity, clarity, and impact to every project I take on.

## Experience

### **Percona** – *Sr. Digital Marketing Manager*

March 2023 – PRESENT

- Owning Percona's end-to-end digital strategy to drive pipeline growth.
- Leading internal teams and agency partners to deliver revenue-focused digital programs.
- Managing and optimizing a robust marketing tech stack.

### **Digital Nerd** – *Digital Nerd*

January 2020 – PRESENT

- Delivering data-driven digital marketing strategies to drive leads, conversions, and revenue.

### **EnPowered** – *Digital Marketing Manager*

December 2021 – January 2023

- Launched digital campaigns, driving revenue growth.
- Optimized digital footprint for brand visibility.

### **DNA Genotek** – *Digital Marketing / Marketing Operations Specialist*

April 2019 – December 2021

- Built and managed marketing tech stack and automations to support lead growth.
- Managed and optimized digital campaigns to contribute to pipeline growth.

### **SHOEBOX Audiometry** – *Digital Marketing Specialist*

October 2015 – April 2019

- Responsible for multi-channel digital marketing growth.
- Managed digital marketing efforts from start-up to acquisition.

## Education

**St. Lawrence College, Ontario** – *Advanced Diploma, Business Administration & Marketing*

## Certifications

HubSpot, 6Sense, Qualified, Google Ads, BrightEdge, SEMRush, LinkedIn, Google Analytics, Meta Business, WordPress