

Multidisciplinary Marketing Strategist & Branding Specialist with a proven track record in digital marketing, lead generation, & paid advertisements management, backed by 12 years of content creation & 8 years of data-driven, performance-focused results.

## MARKETING + ENTREPRENEURSHIP

### CreightonPlus.com | 2016–Present

#### Lead Marketer & Founder

Founded a marketing agency specializing in content creation, branding, digital advertising, and campaign management for clients with DTC, B2C, B2B, and SaaS needs.

- ⇒ **Expanded active clients** from 3 to 9 between 2023 and 2024, with an average of 5 yearly clients.
- ⇒ **Launched & optimized paid advertising** across Google, Meta, TikTok, and Amazon, achieving 3:1 ROAS clientwide. Monthly ad spend: between \$100 - \$1000
- ⇒ **Created & updated client marketing/branding materials** including 4 websites, 5 online stores, 6 new logos, and 15 social media accounts.
- ⇒ **Designed multimedia content** including infographics, podcasts, product showcases, branded merchandise, and product packaging resulting in an average of 50% increase in engagement across clients' campaigns.
- ⇒ **Automated marketing workflows** using AI and CRM tools, boosting average content output from biweekly to twice weekly.

[creightonplus.com](http://creightonplus.com) • [LinkedIn](#)

### Mitutoyo Canada | 2022–2024

#### Marketing & Advertising Coordinator

Led marketing initiatives for a global leader in precision measurement solutions focused on B2B & B2C sales, product campaigns, affiliate marketing, event management, publisher campaigns, merchandising, and brand awareness.

- ⇒ Contributed to **15-year highs in sales** for 2 consecutive years.
- ⇒ **Managed influencer partnerships** with Titans of CNC and Hacksmith, generating over 25 million annual impressions. Annual budget: \$400,000+
- ⇒ **Spearheaded trade show campaigns**, attracting an average of 30,000 attendees and 5,000 leads per event. Budget: \$100,000 per show.
- ⇒ **Collaborated with magazine & email newsletter publishers**, to generate an additional 100 hot leads monthly. Monthly ad spend: \$10,000.
- ⇒ **Boosted the brand's digital presence**, by increasing website traffic from 35,900 to 85,000 users, organic impressions from 67,000 to 116,000, and monthly social media followers from 28 to 102.
- ⇒ **Optimized website UX/UI, landing pages, & email automation** increasing CTR from 40% to 72%, monthly website leads from 16 to 160, and email open rates from 13% to 39%.

[mitutoyo.ca](http://mitutoyo.ca) • [Mitutoyo Canada | LinkedIn](#)

## UX DESIGN + PRODUCT MANAGEMENT

### My Party Album | 2021–2022

#### Marketing & Branding Manager

Led marketing initiatives for a photo-sharing app, to drive downloads, user engagement, and brand awareness through targeted campaigns and user data analytics

- ⇒ **Surpassed post-update download goals** by 500+, achieving 1,500+ downloads in two weeks.
- ⇒ **Designed & managed ad campaigns** across social media, Google Play Store, and App Store to drive traffic to landing pages. Increased monthly downloads from 40 to 200 (pre-update). Monthly ad spend: \$1,500
- ⇒ **Implemented marketing automation** which increased social media content output from weekly posts to multiple daily posts/stories/reels. Instagram followers grew from 75 to 800+
- ⇒ **Optimized app & website UX/UI**, increasing user session durations from 24 to 78 seconds.
- ⇒ **Executed email and push notification systems**, increasing app engagement and user retention from 1.2 to 4.3 app opens per download.

[mypartyalbum.com](http://mypartyalbum.com) • [My Party Album | Instagram \(inactive\)](#)

### Wymbin | 2020–2022

#### Marketing Team Member

Promoted from Marketing Intern to Marketing Team Member - for a mindfulness-based summer camp and daycare - focusing on marketing analytics, SEO & website optimization, and video content creation.

- ⇒ Contributed to the **largest group of summer camp & daycare registrants**.
- ⇒ **Conducted comprehensive market research**, analyzing customer feedback, and competitor strategies to deliver data-driven recommendations to the owner. Increase in returning families from 50 to 80%
- ⇒ **Optimized UX/UI** for Wymbin's **streaming service and website**, increasing site event count from 3.0 to 5.8 events per user.
- ⇒ **Designed & implemented landing pages** for paid campaigns, boosted monthly website users from 200 to 500, and increased CTR from 25 to 40%. Monthly ad spend: \$250
- ⇒ **Edited 200+ hours of video footage** into engaging social media and streaming content, boosted watch time from 5.1 to 8.2 minutes, and helped grow Instagram followers from 2,200 to 5,100
- ⇒ **Played a key role** in team meetings to develop outreach plans. Curated a targeted database of prospective schools, contributing to Wymbin's expansion into in-school services.

[wymbin.com](http://wymbin.com) • [Wymbin | Instagram](#)

## Bell Let's Talk Day | 2018-2020

Guest Speaker

Bell Let's Talk creates positive change for mental health all year round by funding Canadian mental health initiatives across Canada.

- ⇒ **Delivered annual speeches** to spread awareness and advocate for mental health and well-being based resources at Huron at Western hosted student & staff events.

[letstalk.bell.ca](http://letstalk.bell.ca)

## COBRA Swim Club | 2023

Guest Speaker

COBRA Swimming - Determination, Dedication, and Excellence.

- ⇒ **Delivered a keynote speech** at COBRA Swim Club's Awards Banquet, focusing on overcoming obstacles, the value of commitment, and the importance of hard work and longevity in sports.

[Cobra Swim Club 2023 Awards Banquet](#)

## Huron's House Band | 2017-2019

Member of Huron's House Band

Huron at Western University's House band for faculty events.

- ⇒ **Multi-instrumentalist and singer** for Huron's notable events.
- ⇒ **Performing** suitable music for each occasion

## HUDS | 2016-2019

Performer & Writer

Huron Underground Dramatic Society is student-run club where students direct/write/perform comedy sketches and direct/perform musicals.

- ⇒ **Wrote & performed** original sketches
- ⇒ **Performed** in multiple musicals
- ⇒ **Mentored** first-time writers & performers

[myhuron.ca/huron-underground-dramatic-society](http://myhuron.ca/huron-underground-dramatic-society)

## LaSalle Theatre | 2020-Present

Board Member

Restored 1939 Art Deco venue hosting films, live performances, and community events.

- ⇒ **Advocated** for landmark status and government funding
- ⇒ **Aided** in accessing A-list, first-run films to premiere at the LaSalle Theatre

<https://www.facebook.com/LaSalleTheatre>

**Certifications** – [Google Ads](#), [Google Analytics](#), [HubSpot Marketing](#), [Salesforce Sales & Marketing](#), [Building Blocks of OpenAI](#), [Mailchimp Academy](#), [Figma Academy 2.0](#), [Shopify Academy](#), [Learn WordPress by Hubspot](#), [Adobe Creative Cloud Professional](#), [Amazon Ads](#), & [Meta Marketing Analysis \(Meta Business Suite & Ads Manager\)](#)

[Fanshawe College](#) – Post-Grad Diploma, Marketing Management & Co-Op, Dean's Honours List

Relevant course topics include: Web Design/WordPress & SEO, Google Ads & Analytics, Data Analytics & Market Research, Customer Relations, Communications, New Media Marketing, Market Expansion

[Western University](#) & [York University](#) – (B.A.) Political Science & Music

Relevant course topics include: Globalization, Economics, Politics in Film & Media, Political Campaigning, Philosophy, Political Theory, Canadian & International Political History, Music Analysis, Film Analysis, Music Performance, Music History, Music Theory, Music in Culture, Film & Television in Culture, Musical Theatre, & Music Appreciation

Varsity Swim Team | Olympic Trials Qualifier | World Masters Championship | Beaver Dam Staff Member |

*Native in English – Reading, Writing, Speaking*

*Basic in French – Reading, Writing, Speaking*