

MARKETING AND SALES STRATEGIST

Driving business outcomes through data-informed marketing strategy and sales-driven initiatives

Creative, analytical, and growth-driven business professional with experience across sales, marketing, and business development. Skilled at uncovering insights, building strong relationships, and delivering measurable outcomes through data-informed solutions. Brings a collaborative mindset, strong communication and negotiation skills, and a passion for connecting customers with innovative solutions. Thrives in fast-paced environments, adapts quickly, and consistently seeks to understand the “why” behind challenges to drive meaningful business impact.

WORK EXPERIENCE

Digital Marketing Coordinator

May 2025 – Present

Jan Kelley | Burlington, ON

Managed 10+ North American client accounts representing \$2M+ in revenue, coordinating cross-functional teams to execute campaigns, presenting strategic recommendations, and driving account growth.

- Contributed to new business development through RFPs, proposal creation, and prospect engagement, leveraging market and competitor research to inform pitch strategy.
- Conducted outbound prospecting across LinkedIn, email, cold calling, video outreach, and in-person engagement at industry conferences, driving early-stage pipeline development.
- Translated performance data and audience insights into strategic recommendations that informed campaign planning and supported go-to-market and sales initiatives.
- Led social media strategy and content development, generating 1M+ impressions and driving 160% growth in views and 95% increase in engagement within a year.
- Leveraged AI-driven workflows and custom agents to support analysis, content development, and scalable execution.

Advertising and Paid Social Intern

May 2023 – June 2024

Volvo Cars Canada | Richmond Hill, ON

Analyzed sales forecasts and performance metrics to support marketing strategies aligned with national sales targets, contributing to efficient budget allocation and campaign planning.

- Optimized campaign performance and ad spend through first-party data strategies and Marketing Mix Modeling (MMM), improving efficiency and supporting sales-driven marketing initiatives.
- Coordinated across three agency teams and internal marketing and sales departments to develop and launch 30+ national campaigns, ensuring alignment across creative, media, and sales priorities.
- Supported management of a \$20M+ national marketing budget, analyzing expenses and vendor proposals to inform allocation decisions and maintain financial compliance.
- Developed internal communications, including marketing toolkits and updates, improving education across

38 Canadian dealerships and consulting on implementation best practices for dealership satisfaction.

- Collaborated with the SEM team to refine SEO strategies and optimize the customer journey, improving campaign performance and conversion efficiency in line with competitive benchmarks.

LEADERSHIP EXPERIENCE

Apprentice

January 2025 – May 2025

MARS Apprentice Program | Hamilton, ON

Collaborated with industry leaders such as TikTok, Mitsubishi, Jan Kelley, Microsoft, and Canadian Tire Financial Services in case competitions, applying strategic thinking to develop data-driven solutions for both B2B and B2C markets.

- Led team to win the overall competition, achieving the highest overall case score of the season as Project Manager.
- Presented innovative marketing and sales solutions, effectively communicating data-driven recommendations that addressed key business challenges and opportunities.
- Demonstrated adaptability and resilience in a fast-paced learning environment, excelling under pressure and applying feedback to refine strategies and enhance team performance.
- Recognized as the sole recipient of the Leadership Award from Epiphany Coaching Inc. for demonstrating strong leadership, collaboration, and contribution within a high-performing team environment.

Director of Operations

April 2022 – May 2023

Degroote Sales Association | Hamilton, ON

Planned and executed events for a student-led sales association, supporting McMaster students exploring careers in sales through workshops, speaker sessions, and networking opportunities.

- Managed internal team coordination, stakeholder relationships, and event logistics, serving as the primary point of contact for guest speakers and participants to ensure seamless execution.

EDUCATION

Honours Bachelor of Commerce with Internship

2020 – 2025

DeGroote School of Business, McMaster University

- GPA: 3.7 | Major: Marketing and Sales | Double Minor: Innovation and Justice, Law and Order

SKILLS AND TOOLS

Sales & CRM: Salesforce, HubSpot (Sales & Marketing), LinkedIn Sales Navigator, ActiveCampaign, OnePage CRM

Analytics & Marketing: Google Analytics, Google Ads Measurement, Google Search (SEO), Meta Ads Manager, LinkedIn Campaign Manager, Pinterest Ads, Power BI

AI & Business Tools: Canva, Zapier, ChatGPT, Claude, SAP, Microsoft 365 (Excel, PowerPoint, Word, Outlook)