

Experience

Managing Director | Pedestal Search, a division of Republicx

February 2018 – March 2024

- Promoted from Account Strategist to Senior Strategist in October 2019, to Operations Manager in January 2021, to Managing Director in February 2023.
- Responsible for P&L and **increased profitability 158%**. Reversed 25% monthly revenue loss trend to **39% revenue growth**. Improved **salary-to-revenue ratio to 44%** from 91%. Grew the operation **7x** from 3 employees to 21.
- **Cleared \$400K** in outstanding Accounts Receivable, collaborated with legal team to recover all other uncleared AR.
- Led recruitment and employee management, building a strong company culture of honesty, accountability and trust.
- Restructured org chart with new internal leadership positions, created SOP library, and identified opportunities to streamline internal operational tasks via new tools and protocols.
- Acted as the face of the organization, representing Pedestal in new business and strategic client sessions.
- Hands-on experience as a T-shaped digital strategist, building and optimizing digital campaigns, with a particular strength in SEO.
- SEO Case Study: Delivered **380% increase** in organic visibility in 6 month span through regular technical SEO remediation, an SEO-driven content strategy, backlink building, and local SEO optimization, among other activities.
- PPC Case Study: Drove down **CPA to \$60** from historical average of \$200 via strategic keyword selection, bidding strategies, audience targeting, and a localized approach with custom landing pages built via Unbounce.

Paid Media Specialist | iProspect

June 2016 – February 2018

- Managed Facebook Ads, Instagram Ads, Twitter Ads and Google Ads for a national CPG client with annual ad budgets north of \$2-million.
- Launched and optimized Facebook Canada's largest-ever single-day post boost (\$250K) on February 2, 2017.
- Created workflow protocols involving all three parties (iProspect, creative agency & client) and communicated them directly to the internal team to ensure tight deadlines were met consistently.

Search Marketing Analyst | Core Online Marketing

May 2015 – June 2016

- Sole SEO & PPC strategist for a client roster of 12 and a cross-departmental team of 8, consisting of Account Managers, Copywriters and Developers.
- Produced a KPI scorecard framework that was later instituted across the entire account management and business development functions of the organization.
- PPC Case Study: Achieved a **22% conversion rate** through the creation of audience segments and targeting through precise keyword and demographic parameters.

Skills & Certifications

Skills: Content Marketing | Technical SEO Auditing | Google Analytics | Google Search Console | Semrush | Ahrefs | Screaming Frog | Unbounce | Google Ads | Bing Ads | Facebook Ads | Twitter Ads | LinkedIn Ads | Client Management

Certifications: Google Ads | Google Analytics | HubSpot Inbound Marketing | OneMonth Growth Hacking

Education

York University | Bachelors of Administrative Studies (since converted to a BComm)