

Lifecycle marketing specialist with **5+** years of experience across **DTC**, **agency**, and **startup** brands. Proven in **email marketing**, **CRO**, and **retention**, with a strong foundation in **lead generation** and social media. Skilled in **full-funnel strategy**, leveraging tools like Mailchimp, and Shopify to build and scale high-performing customer journeys. Known for growing audiences, optimizing conversions, and driving revenue through data-backed campaigns.

EXPERIENCE

Smoke Arsenal Inc. | Etobicoke, ON

Email & Digital Marketing Specialist | 06/2024 – Present

- Oversee marketing for a high-velocity DTC portfolio of CPG brands, refining brand voice and campaign execution across six Shopify stores.
- Managed end-to-end campaign execution with cross-functional teams, ensuring alignment with creative direction and marketing objectives.
- Spearhead email marketing with 40–45% open rates and above-average CTRs through lifecycle flows, segmentation, and conversion-driven copy. ([CTOR case study on content + segmentation](#))
- Drove revenue growth from **\$129K** to **\$185K/month** (+43%) and scaled email-attributed sales from **\$29K to \$51K/month** (+76%) through **lifecycle campaigns and CRO**.
- Actively support the growth of **PerkBuddy**, an in-house loyalty and rewards app, by contributing to go-to-market strategy, app messaging, and user experience optimization for Shopify-based CPG brands.

B&B Social Media Management | Toronto, ON

Social Media Director | 03/2023 – Present (Part Time)

- Lead digital strategy and content operations for a creator-focused influencer marketing agency.
- Produced viral TikTok and Instagram Reels content generating over 10M+ views, fueling follower growth and sales engagement.
- Wrote high-converting copy for subscriber messages, promotional emails, and campaign assets across social platforms.
- Optimized creator revenue through **audience segmentation**, content packaging, and targeted monetization strategies.

Movin Mobility | Toronto, ON

Brand & Marketing Consultant | 09/2022 – 11/2022 (Contract)

- Developed brand identity, messaging, and content strategy for a pre-launch eBike startup.
- Created TikTok and Instagram content—including Reels, stories, and static posts—to drive early brand awareness and audience engagement.
- Built and implemented a content calendar and influencer outreach plan, aligning campaign execution with brand goals in collaboration with the founder.

Serotina Media | Toronto, ON

Sales Specialist | 02/2022 - 08/2022

- Led outbound strategy targeting eCommerce brand owners, focusing on partnerships and growth opportunities.
- Executed email and cold outreach campaigns addressing DTC acquisition and retention challenges.
- Gained first-hand insight into the priorities, objections, and scaling goals of early-stage eCommerce businesses.

Clout App, Inc | Los Angeles, California**International Growth Manager | 06/2020 - 02/2021**

- Supported U.S.-based startup growth by leading influencer outreach and acquisition campaigns for a creator-focused mobile app.
- Onboarded influencers with a combined audience of 100M+ within 30 days, accelerating user growth and platform credibility in early-stage markets.
- Executed global outreach strategy, using direct outreach, relationship management, and social content collaboration to drive creator adoption and audience activation.

PROJECTS & FREELANCE HIGHLIGHTS

- **Instagram Theme Pages (2017–Present)**
Built and scaled multiple theme-based Instagram accounts to over 300,000 followers. Currently manage a network of 100,000+, leveraging content testing, viral trend analysis, and community-building strategies.
- **Rich List Group (Freelance Consultant) – 2018**
Supported influencer brand growth, helping scale their social media presence from 40K to 200K+ followers through organic audience development and brand positioning.
- **Misc. Freelance Projects**
Worked with early-stage brands and creators on email strategy, influencer outreach, content calendars, and monetization strategy — delivering short-term growth wins across Shopify and creator platforms.

SKILLS & TOOLS

- **Email & Lifecycle Marketing**
Klaviyo, Mailchimp, GMASS, Apollo.io, segmentation, flows, A/B testing, retention strategy, campaign planning
- **eCommerce & Analytics**
Shopify, Smartlook, Google Analytics, product bundling, CRO optimization, landing page testing, funnel tracking
- **Content & Social Strategy**
Instagram Reels, TikTok, CapCut, content calendars, UGC management, influencer outreach, creator monetization
- **Design & Copywriting**
Canva, Adobe Illustrator, headline testing, brand voice development, sales copy, messaging hierarchy
- **Outreach & Lead Gen**
Cold email strategy, LinkedIn messaging, CRM setup, pitch decks, founder-focused messaging

Education & Certifications

Associate degree, Business Marketing, 2023, Seneca College, Canada

Google Ads Search Certification | Meta Ads Manager - Meta