



March 26, 2025

ATTENTION: Human Resources / Hiring Manager

RE: Strategic Marketing Director

I am excited to join forces to direct strategic marketing initiatives that promise growth and lasting positive impact. With over 15 years of experience launching multi-million-dollar campaigns, leading diverse teams, and delivering profitable outcomes across multiple sectors, I specialize in driving growth through strategic planning and data-backed decision-making. My strengths in brand and business development, marketing, stakeholder engagement, and continuous improvement, lead to scalable returns.

Top 5 Skills:

- ✓ **Strategic Marketing** – Proven success developing innovative marketing strategies that drive measurable growth and ROI.
- ✓ **Continuous Improvement** – Skilled at identifying efficiencies through data-driven analysis, streamlining processes, and optimizing performance.
- ✓ **Strategic Planning** – Experienced in creating actionable plans that deliver sustainable, scalable results.
- ✓ **Leadership** – Effective at mentoring teams, fostering collaborative environments, and consistently delivering high-impact outcomes.
- ✓ **Data Analysis** – Strong ability to interpret complex data into clear, actionable insights, driving informed decision-making.

Throughout my career, I've successfully managed complex projects, executed multi-million-dollar marketing campaigns and developed strategic partnerships across various sectors, including mining, forestry, manufacturing, automotive, hospitality, healthcare, digital media, and community economic development. My track record demonstrates a consistent ability to deliver exceptional results and exceed expectations by continuously adapting to emerging trends and technologies.

I welcome the opportunity to discuss how my background and skills align with your organization's goals and explore how I can add immediate value. With a genuine passion for improvement, growth, and excellence, I take pride in being driven, dependable, and different — consistently delivering an incredible return on investment. Thank you for considering my application; I look forward to speaking with you soon.

Warm Regards,

Dave Raymond
Strategic Marketing Director



“A Strategic Marketing Director Who Will Deliver Incredible Return On Investment”

Objective:

Dependable, Driven, Different - A Marketing Director with over 15 years of experience, I combine data-driven insights, thoughtful planning, and strong leadership to deliver meaningful impact. My strategies connect brands with audiences, drive engagement, and boost revenue, enabling organizations to scale, optimize performance, and build lasting relationships. I'm eager to join forces with a dynamic team where data sparks innovation and ambitious goals thrive in a culture of continuous improvement.

Areas of Expertise:

- Digital Marketing & Social Media
- Continuous Improvement & Change Leadership
- Data Analysis & Performance Metrics
- Strategic Planning & Business Development
- Project & Product Management
- Budget Management & Financial Oversight
- Stakeholder Engagement & Customer Service
- Experience & Relationship Management
- Communications & Media Relations
- Implementing Automation & AI Tools

Professional Experience:

STRATEGIC MARKETING DIRECTOR | DAVERAYMOND.CA | BANCROFT, ON | 2020 - PRESENT

- Built and scaled high-impact brand strategies for consumer-facing companies, crafting compelling narratives that increased trust, awareness, and engagement.
- Developed and led multi-channel brand campaigns, integrating digital, social, content, and traditional media to build lasting connections with select audiences.
- Created scroll-stopping, viral-worthy content and ad campaigns, leveraging consumer insights to increase brand affinity and engagement.
- Implemented continuous improvement processes using AI-driven analytics and automation to optimize marketing performance and operational efficiency.

SENIOR MEDIA BUYER / GROWTH STRATEGIST | SYSTEM1 / QOOL MEDIA | GUELPH, ON | 2018 - 2020

- Managed \$50M+ annual performance marketing budgets, optimizing paid media channels including Google, Bing, Meta, TikTok, and various programmatic display platforms.
- Conducted rigorous A/B testing and analytics-driven experiments to enhance conversion rates, reduce customer acquisition cost, and improve ROI.
- Developed scalable marketing frameworks for globally recognized brands, driving sustained user engagement and revenue growth.



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Professional Experience Continued...

STRATEGIC MARKETING MANAGER | ECONOMIC DEVELOPMENT, NIAGARA REGION | 2017 - 2018

- Led award-winning rebranding and integrated marketing campaigns that repositioned Niagara Region as a premier destination for business and residency; managing multi-million-dollar budgets to drive investment and significantly boost brand awareness and engagement across key demographics.

DIGITAL MARKETING SPECIALIST | PERK.COM | WATERLOO, ON | 2014 - 2017

- Managed a \$5 million budget, driving innovative media buying strategies that significantly boosted ROI for the company and introduced new groundbreaking marketing approaches to the industry.

BUSINESS IMPROVEMENT & AUTOMATION SPECIALIST | BARRICK GOLD | MARATHON ON | 2011 – 2014

- Reduced annual by over \$2.5 million and increased production capacity by as much as 50% through the implementation of business improvement initiatives and operating Automation Systems.

DIRECTOR OF ECONOMIC DEVELOPMENT & COMMUNITY SERVICES | MANITOUWADGE ON | 2008 – 2011

- Led a 25-person team across unionized and non-unionized environments, overseeing community facilities, events, and services; developed strategic partnerships across government, education, business, and healthcare to drive regional collaboration and shared service agreements—resulting in over \$2.5 million in investment and the creation / sustainment of 100+ jobs.

Other Experience:

Director: Manitouwadge General Hospital - 3Yr Term

Committee Chair: Accommodation Review Team, Superior Greenstone District School Board - 2Yr Term

Founding Member & Past President: Nawinginokima Local Forest Corporation

Certifications:

Six Sigma Green Belt Certified: Increase Efficiency, Reduced Cost, Improve Quality, Eliminate Waste

Project Management Certified: Lead Projects from Start to Finish, On Time, and On Budget

Education:

HONOURS IN BUSINESS ADMINISTRATION (HBA) | ALGOMA UNIVERSITY, SAULT STE MARIE, ON | 2005