

# Dave Raymond

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December 8, 2025

ATTENTION: HIRING COMMITTEE

Re: Strategic Marketing Director

Dear Hiring Committee,

With over 15 years of strategic marketing and leadership experience, I've helped global brands and organizations grow awareness and user engagement across automotive, health, tourism, finance, legal, real estate and more. I deliver measurable results through clear strategy, disciplined testing, data driven insight, and plain language storytelling that teams can understand and act on quickly.

My background also includes working with municipal governments, nonprofits, community agencies, and provincial and federal partners, securing grants, and leading cross functional projects that support economic growth and make operations more effective. Additionally, I have leadership experience in forestry and mining, where I operated heavy equipment, planned and controlled remote automation systems, and managed crews so work could be done more safely, more simply, and more efficiently.

## Top 5 Skills:

- **Strategic Planning** — Led Niagara Region's rebrand and launched NiagaraCanada.com and WelcomeNiagaraCanada.com, driving 5x traffic and 200% more qualified leads with AODA-compliant, KPI-tracked campaigns
- **Strategic Marketing** — Built high-impact go-to-market campaigns using influencers, user generated content and AI-driven content on TikTok, achieving 10x reach and 50% lower CPA for consumer brands.
- **Leadership & Stakeholder Engagement** — Directed a 25-member municipal team, secured \$2.5M in investment, and sustained 100+ jobs by strengthening cross-sector partnerships.
- **Data Analysis & Performance** — Managed \$50M+ annual spend at System1 and lifted ROI 15%+ through rigorous A/B testing and rapid budget reallocation across Google, Meta, and TikTok.
- **Continuous Improvement & Operations** — Delivered \$2.5M in cost reductions and 50% capacity gains through process automation and continuous improvement at Barrick.

I'm hands-on when it matters, diving into performance data, optimizing campaigns across channels, and supporting teams with clear, actionable reporting, while keeping everyone aligned on strategy, measurement, and results. I'd appreciate the opportunity to discuss the role in more detail and show how I can help drive your next stage of growth.

Warm Regards,



Dave Raymond  
Strategic Marketing Director

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## SUMMARY:

Strategic Leader with 15+ years of building brands, improving performance, and driving long term growth. Known for KPI ownership and cross-functional leadership. Experienced managing eight-figure budgets, launching brand platforms and .com sites; scaling content with paid programs and clear ROI.

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## KEY AREAS OF EXPERTISE:

Brand Strategy & Positioning · Digital/Performance Marketing (Search, Social, Programmatic) · Marketing Analytics & KPI Dashboards · A/B Testing & Experimentation · Budgeting & Forecasting · Project Management & Continuous Improvement · Team Leadership & Coaching · Stakeholder & Partner Management

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## RELEVANT EXPERIENCE:

### Growth Marketing Lead - Paid Acquisition & Monetization | Lemonade Media | Remote | 2020 – Dec 2025

- Led multi-channel paid acquisition across search, social, and programmatic display, scaling winners through rigorous testing and daily optimization; achieved 10x reach and 50% lower cost per acquisition through scroll-stopping, viral-worthy TikTok/Facebook video campaigns powered by influencers and AI-assisted assets.
- Owned end-to-end campaign execution (brief → build → launch → optimize → scale), supported by standardized tracking, KPI dashboards, and automated reporting; used performance data and high-volume testing (hooks, formats, audiences, messaging) to identify and scale winning concepts.

### Senior Growth Strategist (Marketing) | System1 | Guelph, ON | 2018 - 2020

- Owned \$50M+ annual paid media spend (Google, Bing, Meta, TikTok, programmatic); delivered 15%+ ROI increase in first 90 days through audit of existing campaigns, deep data analysis, aggressive A/B testing, creative iteration, and real-time budget reallocation — establishing optimization disciplines that became company standard.
- Championed and proved short-form video creative over static images through rigorous testing, driving 1.5x conversion-rate lifts that unlocked scalable growth for my portfolio and led to video becoming the default format across the organization.

### Strategic Marketing Manager, Economic Development | Niagara Region | Thorold, ON | 2017 - 2018

- Led region-wide rebrand and strategic marketing plan; coordinated cross-departmental delivery with clear rules and oversight, launching NiagaraCanada.com & WelcomeNiagaraCanada.com — defining KPIs and dashboards that drove 5x user traffic and 200% increase in qualified leads.
- Aligned all marketing initiatives and partnership strategies with Regional priorities using fully AODA-compliant, plain-language materials that materially enhanced resident and stakeholder experience

## Digital Marketing Specialist | Perk.com | Waterloo, ON | 2014 - 2017

- Managed \$5M paid media budget (PPC, Social, Native, Display); increased ROI 20% through audience and creative optimization, shifting spend to winners.
- Developed KPI dashboards to align marketing outcomes with business goals that become standard.

## Business Improvement & Automation Specialist | Barrick Mining | Marathon, ON | 2011 – 2014

- Reduced costs \$2.5M and increased capacity 50% through safe, OHSA-aligned process automation and continuous improvement.
- Led cross-functional initiatives with KPI tracking and performance reviews across departments.

## Director Economic Development & Community Services | Manitouwadge, ON | 2008 – 2011

- Managed 25-member team delivering programs and facilities; secured \$2.5M in investments and sustained 100+ jobs. Familiar with Municipal Act, Planning Act and MFIPPA
- Implemented multi-channel communications to enhance relationships with businesses and residents
- Prepared reports for senior leadership and Council; coordinated funding and community engagement.
- Strengthened partnerships across government, business, education, and healthcare sectors.

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## TOOL AND PLATFORMS

Google Analytics/GA4 · Excel/Tableau/Looker · Google/Meta/TikTok Ads · Mailchimp/HubSpot · Hootsuite  
Jira · WordPress · Adobe CC/Canva/Capcut · ChatGPT/AI Assistants · MS 365 · SurveyMonkey · Salesforce

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## COMMUNITY LEADERSHIP

**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

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## EDUCATION

Honours Business Administration (HBA) | Algoma University | Sault Ste Marie, ON | 2005

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## CERTIFICATES

**Community Economic and Social Development:** Create sustainable, community-driven change

**Six Sigma Green Belt:** Increase efficiency, reduce cost, improve quality, eliminate waste

**Project Management:** Lead projects from start to finish, on time, and on budget