

# Gary Amaral Marketing Craftsman

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## Executive Summary

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A high-capacity creative marketer, business leader and change agent focused on delivering measurable results.

- Accomplished at developing and implementing high-impact strategies.
- Highly skilled at penetrating competitive markets and meeting aggressive business objectives.
- Extensive background in building, developing and leading small and large multi-disciplinary teams.
- Comprehensive global business experience and proficient in Portuguese and familiar with Spanish.
- Expertise in the negotiation and execution of complex contracts and agreements.

### AREAS OF EXPERTISE

- Strategy & Planning
- Lead Generation & Management
- CRM & Direct Marketing
- Loyalty & Retention
- New Product Introduction
- Marketing Automation & ESP Platforms
- Change Management
- Entrepreneur
- International Business

*"I had the opportunity to work with Gary for almost 1 year, and during that time Gary was one of those guys that "got it" ... Gary is reliable, knowledgeable of new and emerging technologies and an extremely strong marketer – both creatively and technically. The one thing I truly appreciated about working with Gary was his ability to push and get the best out of you. I would highly recommend Gary and would love an opportunity to work with him again in the future."*

**Mike MacFarlane**  
Management Consultant @ Couch & Associates Inc

## Experience

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### chargify

*Vice President, Marketing*

*2018-2019*

Joined this high-potential SaaS Billing business to drive growth and build a Marketing function, from the ground up, capable of taking an aggressive challenger strategy to market in an increasingly crowded space.

- Recruited 5 talented individuals taking the marketing team from 2 to 7 allowing for a true-multichannel marketing strategy as well as the building of a Partner Program from scratch.
- Delivered 2X MQLs and 3X OPPs in first 6 months with an 80% increase in Average Selling Price.
- Created a reliable content creation engine leveraging freelancers, agencies and partners to drive engagement and demand at a fraction of the cost of an internal team.
- Drove the evolution of the Brand including Messaging, Positioning and Visual Identity to be more refined and aligned with a more clearly defined target segment.
- Implemented the Sirius Decisions Waterfall and a Co-Dynamic Scoring Model to bring better alignment with Sales primarily as a result of consistent reporting and increased accountability.
- Transitioned the organization to Salesforce for Sales, Marketing and Customer Success.

### Hootsuite

*Senior Director, Demand Centre*

*2016-2018*

Created and led a cross-functional team of 28 marketers, technologists and sales development representatives responsible for creating and capturing demand for the online and global direct sales arms of this tech sector leader.

- Responsible for generating 4X pipeline globally to support the direct sales team and consistently delivered 150% of quarterly targets.
- Accountable for \$8M of global media spend delivering up to 350% ROAS depending on market and segment.
- Marketing leader for "Project Data Democracy", a major digital transformation effort to consolidate disparate data sources and ultimately deliver a single view of customer across all functional areas.
- Owned and streamlined the Marketing Technology stack which included; Marketo, DemandBase, ReturnPath, Lattice Engines, Optimizely and Unbounce, with an annual budget of approximately \$5M.
- Established an integrated global approach to campaign/program development across PUA, Email, Web, & Webinar.
- Led the Sales Development team with a focus on ensuring qualified lead flow to the sales organization.
- Executed against several programmatic automated programs to increase customer relevance and reduce operation burden.



### *Manager, Loyalty Marketing*

2015-2016

Tasked with transitioning Canada's oldest loyalty program into the digital age and demonstrating the power of data driven marketing to increase top line sales without eroding margin.

- Selected by this world class retailer to introduce change and novel thinking as part of their digital transformation.
- Recognized by senior leadership for improving cross-functional integration, creative standards and overall team productivity in first 3 months of employment.
- Introduced revamped campaign planning process, targeting methodology and testing strategies that delivered campaign results as high as 1000:1 efficiency (incremental sales: cost ratio).
- Contributed to the implementation of Adobe Campaign as a Marketing Technology SME and business owner on a multi-disciplinary project team.



### *Marketing Consultant*

2014-Present

Founded a boutique consultancy providing full-service marketing support as well as developing new business concepts.

- Developed a stable customer base within 8 months of inception in North America and Latin America.
- Incubating several business concepts across the digital and traditional brick & mortar landscapes.
- Engagements across many industries including; Pharma, Financial Services, Educational Technology, Telecommunications, Agriculture, Music, Security and Construction.
- Clients include LatinLingua, Milestone Integrated Marketing, Desire2Learn, Black & White Commercial Roofing, Tyco, ScotiaBank, BlackBerry and Spotify.



### *Senior Marketing Manager – Enterprise CRM*

2009-2014

Successfully established CRM as B2B marketing engine focused on the BlackBerry Software and Solutions portfolio.

- Project definition, vendor selection, Eloqua implementation & integration were all completed in a 6-month period.
- Launched a 144 email multi-stage lead nurture program supporting 6 countries in 3 languages in 3 months.
- One month after program launch 94% percent of downloads are influenced by marketing with 8% directly attributed to marketing efforts resulting in a 33% reduction in sales involvement.

### *Senior Marketing Manager – Consumer CRM*

Charged with implementing the Direct to Customer strategy globally with objectives of reducing churn & growing loyalty.

- Established the global program delivery process including business rules and vendor management strategy.
- Implemented a continuous improvement process for localization efforts that reduced costs and time to market for email marketing tactics by approximately 20%.
- Responsible for developing and managing (from a CRM perspective) the largest NPI in BlackBerry history.

### *Marketing Manager – Loyalty & Retention*

Primarily tasked with designing and delivering the global "Marketing Permissions Acquisition" strategy with a \$1.2M budget.

- Led the updating of EULA/SLA to achieve opt-in target, or 100% of active customers; also modified BBID interface to increase opt-in by 400%.
- Launched the digital acquisition strategy that provided a persistent and consistent data capture point on all pages of corporate digital properties, capturing over 4,000 permissions each day.
- Piloted a paid media permissions acquisition strategy including SEM and Display; established cost-per-permission (CPP) metric and decreased the cost from \$127 to \$11 per. Owned media tactics and SEO paralleled this strategy.

### *Marketing Manager – Direct & Database Marketing Latin America & Asia Pacific*

Solely accountable for direct marketing strategy, operations and tactical implementation in APAC and LATAM.

- Designed a fully automated and dynamic semi-monthly communications program that fully utilized ESP capabilities and addressed 70% of service requests at half the effort.
- Established the standard for the management of event marketing activities from a Direct and Digital perspective including creative best practices, event micro sites with integrated registration and lead management.

## Additional Experience

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Marketing Consultant 2007 – 2009



Specialist, MarCom 2006 – 2007



Account Administrator 2005 – 2006



Account Representative 2004 – 2005



Account Administrator 2003 – 2004



Brand Ambassador Summer 2002

## Education

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Continuing Education

2009

- Web Design with XHTML & Adobe Dreamweaver
- Web Imaging with Adobe Illustrator



Post-Graduate Diploma (Hons) in Marketing Management

2007

- Dean's List – School of Business & Creative Arts; Dean's Medal for "Highest GPA."
- Recipient of the "Award for Excellence in Marketing" from the TD Bank Financial Group.
- Completed Canadian Securities course @ Canadian Securities Institute



B.A. (Hons) Degree in Political Science

2003