

# 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 conversational Portuguese.
- Expertise in the negotiation and execution of complex contracts and agreements.

### AREAS OF EXPERTISE

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

*"I had the opportunity to work with Gary for many years, 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, Founder @ 3MG

## Experience

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### Breadcrumbs

Co-Founder and Chief Marketing Officer

2020-2024

Cofounded a Revenue Acceleration Platform based on a co-dynamic lead scoring and routing engine living at the intersection of marketing and sales to make Enterprise-Grade lead scoring accessible to everyone.

- Built the entire Go-To-Market function including 4 marketers, 3 Sales Reps, 1 BDR and 1 RevOps
- Grew from zero to \$1MM in revenue with an ACV of \$26K and closing a publicly listed company establishing a \$54K high water mark.
- Orchestrated a two-pronged approach, building a reliable and scalable inbound engine while driving immediate revenue growth through targeted outbound.
- Produced the Hot Takes Live virtual event driving thousands of registrations per installment and fueling our content engine.
- Responsible for every aspect of the marketing and sales making the role more akin to a CRO.
- Achieved a DR of 72 driving 35K organic monthly visitors.
- Completed an asset purchase agreement with the incumbent in the space for a successful exit.

### 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 targetsegment.
- 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.



*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.

# BlackBerry

## Marketing Manager – Loyalty & Retention

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

- o 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%.
- o 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.
- o 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.

- o 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.
- o 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

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



Post-Graduate Diploma (Hons) in Marketing Management

2007

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



B.A. (Hons) Degree in Political Science

2003