



PROFESSIONAL EXPERIENCE

Director of Sales & Marketing - Altima Telecom - August 2018 to Present

- Increased YoY sales by 12% over 3 months while remaining on track to beat acquisition targets by 3%.
- Reduced call abandon rate by 14% through improved sales scheduling, new scripting and coaching.
- Delivered new pricing strategy that resulted in a 45% sales increase for target products in 1 month.
- Recruited two new hires, while managing 9 employees and coordinating 5 external resources.

Director of Marketing - Saltworks Technologies - July 2017 to August 2018

- Overhauled marketing to deliver a 620% increase in lead generation over 8 months.
- Lead new bilingual website delivery in 2 months that reduced bounce rate by 30%.
- Improved on-page SEO and content to increase organic traffic by 15%.
- Developed influencer & media relations strategy that generated 5x additional coverage.
- Coached a team of 2 to improved performance and promotions within 8 months
- Outlined new business development team structure and recruited two new hires.

Digital Marketing Manager - Huddol - December 2016 to July 2017

- Drove audience growth by 5K, resulting in a 28% overall increase.
- Doubled average reach and engagement across social media platforms.
- Oversaw bilingual brand and website transition from TheCaregiverNetwork.ca to Huddol.com.
- Delivered multi-channel awareness campaign and affiliate marketing program with \$50K budget.
- Recruited, managed and coached two direct reports involved in marketing and community management.
- Key product development contributor, making case for features that increased engagement by 3x.

Program Manager, Paid & Social Marketing - STEMCELL Technologies - November 2015 to December 2016

- Managed \$250K budget for programmatic advertising, increasing online revenue by 4% in 3 months.
- Completed overhaul of Adwords account, resulting in 12% more conversions and 30% less waste.
- Supervised a direct report, while providing leadership to several digital marketing project groups.
- Led internal consultations to develop international social media strategy for engaging researchers.
- Promoted within 10 months to reflect leadership and exceptional results.

Online Community Specialist - University of Ottawa - August 2011 to October 2015

- Steered bilingual social media presence to over 140K in combined audience growth.
- Managed \$40K programmatic advertising budgets across social networks.
- Responsible for developing 11 direct reports, six of whom continued on to marketing leadership roles.
- Built bilingual social media guidelines that resulted in four speaking invitations internationally.

SPEAKING

- Presented bilingually at over 30 events about digital marketing, social media, data science and futurism
- Tweets about speaking engagements: “Thought-provoking,” “so cool,” “simultaneously inspiring and terrifying,” “walking talking digital encyclopedia,” “wonderfully detailed,” and “simply wow!”

CERTIFICATIONS & ACCREDITATIONS

Social Marketing & Hootsuite Platform Certifications - June 2017 - Hootsuite Academy

SEO Certification – October 2016 – Online Marketing Institute

Inbound Marketing Certification – October 2015 – HubSpot Academy

Psychology for Digital Behaviour Change Certification – March 2015 – AlterSpark

Google Adwords & Analytics Certifications – August 2015 – Google Partners

Bing Ads Accreditation – August 2015 - Microsoft

EDUCATION

BSc. Biochemistry & Biotechnology – May 2009 - McGill University

VOLUNTEERING

Marketing Lead – Citadel Canine Society – June 2017 to January 2018

- Supporting marketing initiatives to crowdfund training of service dogs for veterans and first responders

Board Member – iOrphan Canada – December 2012 to July 2016

- Coordinated digital marketing with CBC for ‘Battle of the Blades’ charitable figure skating reality show
- Ran event marketing for fundraising gala featuring team Canada 1972’s Paul Henderson

TOOLS & SOFTWARE

- Extensive experience managing wide range of tools across the digital marketing spectrum:
 - SEM/Display: Adwords & YouTube, Bing, Yahoo Gemini, Baidu
 - Social Advertising: Facebook, Instagram, LinkedIn, Twitter, ResearchGate
 - Analytics & Tag Management: Google Tag Manager, Google Analytics, Heap Analytics
 - SEO: Google Search Console, RavenTools, Moz Pro, SpyFu, Conductor Searchlight, SEMrush
 - Project Management: Jira, Asana, Workfront, Basecamp, Slack, Trello, Confluence
 - CRM: Salesforce, HubSpot, Zoho, SugarCRM
 - Social Media Management: Hootsuite Pro/Enterprise, Salesforce Social Studio, SproutSocial

CONTACT

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