

# Christopher Kowalewski

Sr. Digital Marketing Leader  
Toronto, ON

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## EXPERIENCE

### CRO/Digital Marketing Manager

TouchBistro, Toronto | Oct 2020 - Present

- Work closely with paid media manager and other demand gen team members to improve performance across channels and build new strategies.
- Monitor demand gen KPIs including cross-funnel conversion rates and unit economics.
- Support SEO and web development team on optimization projects.

### Digital Advertising Lead

Flywheel Digital Agency, Toronto | Apr 2020 - Sep 2020

- Managed paid media team and client accounts, overseeing campaign development and execution across SEM, social and display PPC channels.
- Developed 5-6 figure/mo paid media strategies for national brands in the US and CA, forecasting and reporting on leads and revenue from campaigns, working with client sales leads.

### Digital Marketing Manager / Instructor

RED Academy, Van./Tor. | Apr 2018 - Mar 2020

- Managed SEM and PPC lead gen and awareness campaigns, reporting on forecasted lead volume to VP Sales and Partnerships.
- Led international partnership campaigns with major Universities in North America and the UK.
- Launched SEO-led content strategy with email automation.
- Trained Fortune 500 corporate teams and campus students.

### Digital Marketing

Fulton Inbound, Toronto | Jan 2016 - May 2019

- Audited client digital marketing including PPC, SEO, social media, web content and analytics to develop new channel strategies based on business KPIs.
- Managed web development and design partnerships.

### Marketing Manager

Landmark Sport Group, Mississauga | Dec 2014 - Jun 2015

- Managed digital and print advertising as well as partnership marketing and sponsored content activations.
- Additionally oversaw email, social media and web assets.

## SKILLS

- SEM & PPC
- Budgets / Forecasting
- Managing Paid Teams
- Landing Pages / CRO
- Podcast Production
- UX and UI Design
- B2B SaaS
- Paid Social
- Demand Generation
- Analytics / Reporting
- Tag Management
- SEO and Content
- Agile and Scrum
- Partnership Marketing

## PROJECTS

### Lead Gen and Partnerships

Swag Junkies - E-commerce - Influencers  
2018 - 2021

## CERTIFICATIONS

**Marketing Software and Inbound Certification**  
Hubspot Academy

**Social Media and Content Marketing Certifications**  
Hubspot Academy

**Google Analytics Individual Qualification**  
Google Analytics Academy

**Google Ads Certification**  
Google Analytics Academy

## EDUCATION

### UX and UI Foundations Program

RED Academy, Vancouver

### BA in Criminology / Social Science

York University, Toronto