

JUAN VENEGAS

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PROFILE

Senior Growth Marketer with successful experience in performance marketing for consumer and business markets driving awareness, engagement, leads, revenue and profits.

Skills:

- Marketing Strategy & Branding
- Digital Marketing Strategy
- Inbound Lead Generation
- Marketing Automation
- Email Marketing
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Display and Video Advertising
- Programmatic and Native Ads
- Social Ads (Facebook, Twitter & LinkedIn)
- Social Media Strategy
- Content Strategy
- Conversion Rate Optimization (CRO)
- Analytics and Reporting
- Tradeshow Marketing
- Direct Mail Campaigns
- Sales Enablement & Support

Languages: English, French & Spanish

CERTIFICATIONS

- **Google Adwords:** Awarded in September 2017
- **Google Analytics:** Awarded in July 2016
- **HubSpot Inbound:** Awarded in January 2016

EDUCATION

Bachelor in Marketing Communications

University of Quebec | 2009 - 2013 | Montreal, Canada

College Degree in Commercial Photography

Dawson College | 2009 - 2013 | Montreal, Canada

College Degree in Marketing & Advertising

Politecnico GC | 1996 - 1999 | Bogota, Colombia

EXPERIENCE

Head of Digital Marketing and Growth

ZENSURANCE | 07/2018 - present | Toronto, Ontario, Canada

As part of the leadership team, I manage Zensurance's digital marketing to drive revenue growth by increasing customer acquisition.

Zensurance is an Insure-tech SaaS platform that allows Canadian small businesses get a liability insurance quote in minutes... any time of the day. No need to make an appointment to meet a broker in person... it's all done online, quick and easy!

KEY RESPONSIBILITIES:

- **Lead Generation:** drive growth in marketing qualified leads from online and offline channels including social, organic search, paid search, display, native and partners.
- **Conversion Rate Optimization:** boost visitor to lead conversions through website optimizations (design, call-to-actions, forms, landing pages, etc) and marketing automation (lead nurturing).
- **Market Research:** Develop a deep understanding of customer motivations and frustrations to optimize marketing messaging.
- **Content Strategy:** Build a solid content pipeline of articles, blog posts, interviews, infographics, videos and guides.
- **Partnerships:** Build and maintain solid relationships with lead referral partners to capitalize on advertising opportunities and maximize brand impact.
- **Branding:** Ensure a consistent brand message across all channels. Advance the Zensurance brand and translate it into a compelling storyline and visual identity.
- **Analytics:** Build a real-time dashboard to monitor KPIs and present monthly and weekly performance reports to the leadership team.
- **Sales Enablement:** Work closely with the sales team to continuously improve inbound lead quality.
- **Communications and PR:** manage all internal and external communications including public relations to build Zensurance's brand reputation, thought leadership and trust.

EXPERIENCE (continued)

Director of Digital Marketing and Growth

TELMETRICS | 07/2017 - 06/2018 | Mississauga, Ontario, Canada

As part of the leadership team, I manage Telmetrics' marketing team to drive revenue growth by increasing customer acquisition and retention.

KEY RESPONSIBILITIES:

- Lead Generation: drive growth in marketing qualified leads from online and offline channels.
- Conversion Rate Optimization: boost lead-to-opportunity-to-close conversions through website optimizations, marketing automation and sales helpers.
- Content Strategy: Build a solid content pipeline of articles, blog posts, interviews, infographics, videos, guides and white papers.
- Branding: Ensure a consistent brand message across all internal and external channels.
- Analytics: Build a real-time dashboard to monitor KPIs and present monthly performance reports to the senior leadership team.
- Tradeshows: Lead tradeshow presence, drive booth traffic, capitalize on advertising opportunities and maximize brand impact.
- Communications and PR: manage all internal and external communications including the public relations strategy.

Digital Marketing Manager

MEDTRONIC | 03/2016 - 06/2017 | Brampton, Ontario, Canada

Responsible for the Canadian digital marketing strategy to drive inbound lead generation for the diabetes division.

KEY RESPONSIBILITIES:

- Managed the full scope of the inbound marketing funnel to drive awareness, engagement, conversions and sales.
- Managed all digital channels to drive qualified web traffic including online ads (search, display and social), retargeting, social media, e-mail marketing, blogger outreach and organic search (SEO).
- Optimized campaign performance through testing; ensured that all programs had measurable response rates, conversion rates, positive ROI and tracked lead generation goals.
- Managed and implemented marketing automation for all email marketing initiatives based on customer behaviour & analytics.
- Created a real-time dashboard to track campaign performance, lead generation progress and presented monthly KPI reports.

Digital Marketing Director

RESEARCH ON INVESTMENT | 02/2015 - 03/2016
Montreal, Canada

Created and executed a metric-driven digital marketing strategy to generate acquisitions, qualified leads and drive sales.

KEY RESPONSIBILITIES:

- Inbound Lead Generation: Designed inbound lead generation programs to support revenue goals at targeted cost per lead and acquisition levels.

- Online Advertising: Managed email marketing campaigns, display ads, search ads, social ads and re-marketing to meet awareness, engagement and acquisition targets.
- Marketing Automation: Evaluated, chose and implemented a marketing automation solution. Designed automation workflow and rules and implemented alerts and actions for the inside sales team.
- Content Strategy: Created a content strategy targeting different stages in the conversion funnel. Created editorial guidelines and calendar.
- Measurement: Designed a real-time executive dashboard to measure digital KPI performance. Presented monthly performance reports to senior management.
- Management: Responsible for staffing and motivating the marketing team. Contracted and managed several ad agencies. Allocated and managed department budget.

Digital Media and Search Analyst

BAM STRATEGY | 07/2014 - 02/2015 | Montreal, Canada

Responsible for SEO, search and display advertising performance for more than 15 clients.

- Engaged with partner firms (e.g. Google, Bing and other display, video and programmatic vendors)
- Monitored and optimized campaign performance and identified tools to facilitate optimization process
- Performed complete SEO audits and prepared recommendations to improve rankings
- Presented clients with performance reports and recommendations

Digital Marketing & Social Media Project Manager

LASSONDE INC. | 06/2013 - 07/2014 | Rougemont, QC, Canada

Managed the digital marketing strategy for A. Lassonde and its brands of juices Oasis, Allen's and Del Monte. Responsible for website, social media, email marketing, content strategy, lead generation, online advertising and reporting.

ACHIEVEMENTS:

Increased awareness by 38%, engagement by 16% and acquisitions by 120%

Search Engine Marketing Analyst

BLUE HAT MARKETING | 03/2013 - 06/2013 | Montreal, Canada

Managed SEO, search and display campaigns for more than 40 clients.

FOR FULL CV PLEASE VISIT: [linkedin.com/in/juanvenegasca](https://www.linkedin.com/in/juanvenegasca)



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