



Jennifer Topac



(514) 589-3646



jennifer.topac@gmail.com



Laval, Quebec, Canada

PROFILE

I am a passionate leader, fixated on achieving excellence and skilled at developing marketing strategies that grow the bottom-line. **I have software technology industry experience, but also applied my skills in the retail, services, financial, and e-commerce sectors. With a strong background in digital marketing and website development, I am a seasoned marketer with the right blend of project management, team management and account management expertise.** I have experience in building marketing departments from the ground up and ensuring operational efficiency (by creating workflows, procedures, internal training, selecting appropriate work tools and hiring resources). Media spending is where I shine. Creating on point marketing messaging, designing landing pages, campaign tracking and A/B testing are all skills I bring to the table. Through marketing automation, I am adept at creating nurturing programs that drive new user acquisitions and customer retention. Through search engine strategies, many of the web projects I've worked on have seen their keywords reach the first page on Google.

[Click here to access my portfolio.](#)

SKILLS

Digital Marketing

- Google Adwords (PPC)
- Google Analytics
- Google Tag Manager
- Search Engine Optimization
- Social Media Ads
- Lead Generation
- Marketing Automation
- Copywriting / Blogging

Web & Design

- Website Design (Wordpress & WooCommerce)
- Landing Page Design
- Sales Collateral
- PowerPoint Presentations
- Video Commercials
- Graphic Design
- Logo Design

Marketing Tools

- Hubspot
- Marin Software
- Mailchimp
- SEM Rush / SERanking
- Unbounce / PageWiz
- Microsoft Dynamics CRM
- Smartsheets
- Microsoft Sharepoint

EXTRACURRICULAR EDUCATION

Political Campaign Volunteer
PSC Party, Laval Elections, 2013

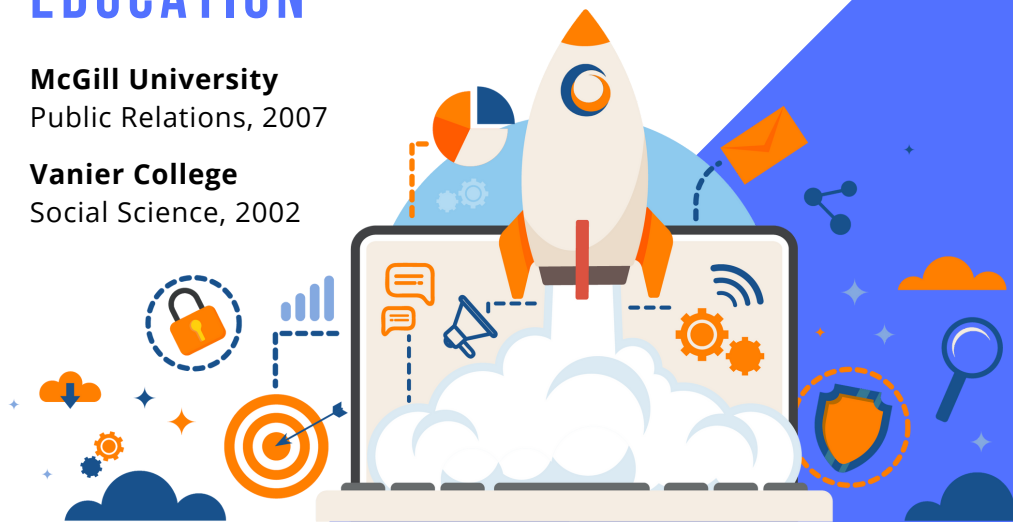
Event Planner
Fastlife Speed Dating, 2008

Fashion Show Event Planner
Reitmans Canada, 2002

Model United Nations
McGill University Delegate, 2002

McGill University
Public Relations, 2007

Vanier College
Social Science, 2002



FREELANCE BUSINESS

Web Design & Digital Marketing Consultant | July 2014-Present

- Provide marketing services to a variety of local, SMB and large organizations.
- Services include but not limited to website development, content development, SEO and PPC.
- A few clients include : Toon Boom, The Financial Independence Club Inc, Corporation Centre, Crossover, Pharmacy Frayne, Mixjockey Productions , NPS Merchant Services & Orellis

EMPLOYMENT HISTORY

(in chronological order)

Director, Email Strategy & Account Services - Cypra

(Email Marketing Software)

Oct 2002 - Nov 2007

Key Achievements:

- Promoted 2 times, from Account Manager to Director;
- Grew client accounts on average by 34%;
- Tripled customer acquisition in a 24 month period;
- Client software training and support;
- Manage high volume accounts and relationship building;
- Hire, train and manage staff.

Marketing Project Manager - TEC

(Entreprise Software Comparison Services)

Nov 2007 - Sept 2012

Key Achievements:

- Generated 37,000+ B2B enterprise software leads per year through email marketing, SEO, PPC & co-branded partnerships;
- Managed digital marketing for major accounts such as **SAP and Microsoft** and acted as a pre-sales engineer for digital marketing contracts.

Marketing Manager - Longbow Advantage

(Software Consultant Firm)

Sept 2012- Sept 2013

Key Achievements:

- Developed a new corporate branding & launched a highly converting website;
- Developed sales presentations and print material, directed towards fortune 500 companies like **Kraft Foods and Porch**;
- Trade show preparation.

Digital Operations Manager - iProspect Canada

(Marketing Agency)

Jan 2014- July 2014

Key Achievements:

- Revamped production workflows and reporting processes;
- Company-wide project & resource planning;
- Marketing strategist for major accounts like **GM and Target**.

VP of Marketing - NPS Merchant Services

(Credit Card Processing Technology)

July 2014- Present

Key Achievements:

- 30% growth in sales year-over-year via online lead generation;
- Scaled the call center operations and doubled the performance;
- Marketing automation / CRM / lead nurturing campaigns.

