

Joshua Onofrio

Marketing Manager

Full-Time Remote (Canada)
Kelowna, BC

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Summary

Marketing Manager with extensive experience in AI enablement, cold outreach, social media & email marketing, copy writing and ABM campaign execution across B2B industries.

Proven track record supporting multi-channel campaigns such as webinars, newsletters, gated content and sponsorships.

Highly experienced in fully remote environments, cross-functional collaboration and deadline-driven execution.

Skills

- AI Enablement
- Cold Outreach + Email Marketing
- Demand Generation & Campaign Management
- Marketing Automation & Lead Management
- Campaign Planning, Execution & Optimization
- Webinars, Gated Content & Sponsorship Programs
- Content Promotion & Newsletter Programs
- Marketing Collateral & Media Kits

Tools & Platforms

Marketo · Salesforce · HubSpot · Asana · WordPress · LinkedIn
Campaign Manager · Adobe Acrobat · Google Workspace · AI Tools ·
Gemini & ChatGPT

Experience

Marketing Manager

ActualTech Media (acquired by Future PLC)

Oct 2020 - Feb 2026, Remote - Fulltime

- Owned execution of weekly and monthly email marketing programs, including newsletters, promotions, and webinar campaigns
- Led delivery of demand generation campaigns across technology, retail, media & marketing, and AV industries
- Managed marketing automation workflows, including lead scoring, segmentation, and lifecycle support
- Built and maintained marketing collateral such as media kits, promotional assets, and sales enablement materials
- Collaborated closely with sales, ad operations, product, and marketing teams to align campaign strategy and delivery

Sales & Marketing (Partner)

EGL Digital Marketing

November 2018 - September 2020, Remote - Fulltime

- Executed digital and social marketing initiatives supporting brand awareness and lead generation
- Conducted lead qualification conversations to assess prospect fit and readiness
- Developed campaign copy, marketing collateral, and promotional assets across digital channels
- Coordinated and oversaw work for a small team including FTE and contractors

Additional Experience

Lead Generation & Lead Conversion

- Contributed to lead generation programs converting cold prospects into marketable leads
- Supported appointment setting and sales handoff processes
- Qualified, organized, and routed leads within CRM systems to support sales efficiency

Work Style & Strengths

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- 9+ years of B2B marketing experience in fully remote environments
 - Self-motivated, deadline-focused and highly organized
 - Team-oriented collaborator with flexibility and openness to new ideas & processes
 - Generated thousands of qualified leads and booked meetings
 - Contributed to hundreds of thousands of dollars in revenue across net-new and sales-led marketing initiatives