

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

Future PLC

Oct 2022 - Feb 2026, Remote - Fulltime

- Partnered with multiple sales teams to develop targeted email campaigns and marketing collateral
- Built and hosted comprehensive media kits for client and partner enablement
- Published blogs and articles across multiple brand properties
- Owned execution of multi-channel email campaign marketing programs
- Managed Salesforce CRM campaigns including lead routing, contact tracking and campaign reporting

Marketing & Sales Development

ActualTech Media (acquired by Future PLC)

Oct 2020 - Oct 2026, Remote - Fulltime

- Executed high-volume cold email outreach campaigns driving new business opportunities
- Booked qualified meetings for enterprise sales team through targeted prospecting and engagement
- Designed and optimized email sequences across multiple campaign types and audience segments
- Created conversion-focused copy for outreach campaigns, landing pages and marketing assets
- Managed CRM operations and workflow automation in HubSpot
- Delivered weekly marketing emails supporting lead nurture and customer engagement programs

Sales & Marketing (Partner)

EGL Digital Marketing

Jan 2017 - Sept 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

Work Style & Strengths

- 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 tens of thousands of qualified leads and booked meetings
- Contributed to millions of dollars in marketing revenue across net-new and sales-led marketing initiatives