Scott MacLeod

Strategic Marketing Leader ● Team Player

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----------------------------- PROFESSIONAL SUMMARY----------------------------

A hands-on strategic marketing leader with a proven track record of driving business growth through effective marketing initiatives and campaigns. Skilled at developing effective strategies and optimizing marketing performance across paid search, social media, digital, and programmatic advertising. Adept at leveraging market research and competitive analysis to inform data-driven decision-making and optimize multi-channel campaigns. Exceptional digital marketing skills, including SEO, SEM, and social media marketing, with a strong focus on continuous improvement through testing and measuring. Start-up, acquisition, and transition experience.

--------------------------------------- KEY SKILLS --------------------------------------

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| * Marketing Strategy | * Brand Management | * Lead Generation | * Team Leadership |
| * Data Analysis | * Market Research | * KPIs & Reporting | * Product Marketing |
| * Content Strategy | * Social Media | * Email Automation | * B2B Marketing |
| * Google Analytics | * Looker Studio | * HubSpot | * Dynamics 365 |

-------------------------- PROFESSIONAL EXPERIENCE --------------------------

**Director, Marketing Strategy & Performance,** EspaceProprio by Desjardins | Montreal 06/23 – 04/24

Reporting to the COO, defined and executed the B2B and B2C acquisition and brand marketing strategies for the Desjardins real estate incubator (buy, sell, renovate, and repair your property), achieving exceptional results in lead generation and SEO optimization.

* **Marketing strategy**: Created and executed a multi-year marketing plan to support the business objectives, monitoring performance to ensure fiscal objectives are met.
* **Event Planning**: Planned and executed trade shows, exhibitions, conferences, and webinars to engage and inform potential customers and partners. Successfully executed 15 events over an 8-month period delivering positive ROI on event costs.
* **Campaign management**:Established the strategies, tactics, KPIs, and testing methodologies, driving marketing efficiency and effectiveness across all business units. Cost of acquisition declined 10% in 4 months.
* **Operational efficiencies**: Developed a new content creation process using AI tools, increasing speed to market and SEO performance while decreasing production costs by 50%.
* **Commitment**:Demonstrated commitment and adaptability during company acquisition, remaining onboard to facilitate a smooth transition post-acquisition.

**Director, Marketing,** RenoAssistance by Desjardins | Laval 08/20 - 06/23

Led all marketing functions under the guidance of the Founder and COO. Drove substantial B2B and B2C brand and revenue growth through strategic initiatives targeting home and business owners renovating, repairing, and maintaining their properties.

* **Marketing strategy**: Created and executed a 3-year marketing plan to support revenue targets in advance of company acquisition – exceeding expectations at the time of purchase.
* **Growth marketing**:Responsible for customer acquisition, brand awareness, campaign planning, product development, full-funnel marketing, website development, events and experiential marketing, webinars, and customer data platforms. Achieved remarkable results, including a 7x increase in revenue.
* **Brand awareness**: Achieved 5x enhancement in unaided brand awareness and 7x growth in aided brand awareness over a 3-year span, by building and mentoring a dedicated team and implementing optimized processes.
* **Social media:** Implemented a strategic social media plan across LinkedIn, Facebook, Instagram, and YouTube. Social media engagement (followers and likes) grew 10x over a two-year period.
* **Leadership**: Attained a company-high employee engagement score (eNPS) of 87, reflecting the success of initiatives focused on fostering a positive workplace culture and employee satisfaction.

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**Marketing Consultant,** BAM! Marketing & Communications | Markham 08/18 – 08/20

Collaborated with diverse start-ups and established firms to craft and implement customer-centric marketing strategies, driving significant brand impact and facilitating customer acquisition while optimizing costs.

* **Consulting**:Provided strategic consulting services, leveraging expertise to address complex challenges, enhance strategic thinking, and identify growth opportunities.
* **Start-Up**:Advised on the launch of a groundbreaking SaaS sleep technology contributing to early-stage financing of over $2M.
* **Mentoring**:Trained and mentored inexperienced marketing teams on strategy, data analysis, SEO, and SEM, including the required technical tools.

**Senior Director, Media Agency,** Corus Entertainment | Toronto 04/16 - 08/18

Reporting to the CMO, led the internal agency for Shaw Communications and Corus Entertainment responsible for B2B and B2C customer acquisition and brand awareness.

* **Acquisition & growth**:Provided strategic direction, execution, and performance measurement of all marketing channels, encompassing SEM, SEO, digital, social, events, and traditional media to drive customer acquisition for Shaw Communications B2C and B2B product sales including mobile, internet, cable, satellite, and cloud services
* **Start-up**:Launched direct-to-consumer apps, including shomi, with 1M+ subscribers in the first 3 months.
* **Optimization**: Delivered an 18% reduction in the cost of acquisition, displaying adept negotiation skills and cost-saving strategies to optimize marketing spend while maximizing ROI.

**Senior Director of Marketing, Media,** Shaw Communications | Toronto 10/11 - 03/16

Reporting to the CMO, created and led the largest internal media agency in Canada with over $70M in annual billings. Formulated and executed integrated marketing strategies, driving substantial brand awareness and achieving significant B2B and B2C customer acquisition across various channels. Strategically targeted audience segments throughout the purchase funnel utilizing a mix of SEM, social, digital, and traditional media platforms, resulting in enhanced engagement and lead generation.

* **SaaS**: Grew B2B SaaS revenue by 275% over two years.
* **Optimization**:Implemented cost-saving measures by internalizing marketing operations, resulting in a remarkable 60% reduction in external agency fees while maintaining operational efficiency and effectiveness.

-------------------------------------- EDUCATION --------------------------------------

**Data Analytics Professional Certificate,** Google

**Digital Marketing & E-Commerce Certificate,** Google

**Concepts, Strategies, and Analytics in Performance Marketing,** University of Colorado, Boulder (2025)

**Science Program (Chemistry),** University of Manitoba

----------------------------------------- AWARDS -----------------------------------------

**Media Innovation Award,** Silver – Radio Category

**Media Innovation Award,** Bronze – Events (x2), Out-of-Home

**Promax/BDA International Award,** Gold – Branding