

## **FEROZ GADWAH**

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### **SR. MARKETING MANAGER**

A creative, energetic, and intuitive marketer with more than 10 years of outstanding marketing experience and accomplishments. Experienced and skilled marketing leader with the ability to develop, execute and improve original marketing campaigns that drive lead generation and increase revenue. A dedicated people leader with the ability to inspire teams to deliver at peak performance, improving efficiency and effectiveness and positively impacting revenue.

Expertise lies in successfully conceptualizing and implementing innovative marketing initiatives; including both digital and traditional media channels, to drive market impact and expansion for medium to large size companies. Possess a deep understanding of content marketing, advertising, market research, and social media marketing. Demonstrated talents in event strategy, branding and customer analytics. Proven success in achieving corporate marketing objectives, along with comprehensive expertise in developing strategic initiatives and programs throughout all levels of the marketing cycle.

### **SKILLS**

- Marketing Communications, Marketing Strategy, Leadership, Campaign Management, Data Analysis, Decision-Making, Creative Thinking, Adaptability, Written and Verbal Communication

### **ACHIEVEMENTS**

- Played a key role in revenue growth of 7% to 9% for 5 consecutive years through national and regional marketing initiatives at Liberty Tax
- Conceptualizing and implementing integrated marketing communication plans to ensure brand standards are maintained, meet measurable objectives, and maximize effectiveness
- Utilized a variety of marketing channels; including direct mail, social media, in-store efforts, employee programs, online / digital, and special customer events; to achieve corporate goals
- Demonstrated effective communication, analytical, presentation, and time management abilities

### **PROFESSIONAL EXPERIENCE**

#### **LIBERTY TAX SERVICE INC. Director of Marketing**

**Jun 2018 – Mar 2020**

- Developed, implemented, and monitored performance of integrated marketing and communications campaigns and provided strategic direction and guidance based on analysis of consumer insights
- Formulated and executed end-to-end marketing strategies (digital and traditional) that focused on target customers, strategic partnerships, and optimizing sales
- Oversaw the creative development and implementation of all customer facing marketing content (website, email campaigns, social media, print, and video) to ensure consistent branding
- Built and managed strategic relationships with vendors, advertising agencies and leading industry partners to maximize ROI (Return on Investment) for all marketing programs
- Developed and managed a cost to return on investment (ROI) for all promotion activities to support appropriate resource utilization, campaign proposals, and plan and manage budgets
- Led, managed, and coached a high performing team of 5 to execute marketing plans, implement brand strategy, and improve customer experience
- Defined, developed, and implemented national marketing strategies for the different lines of services
- Analyzed latest industry trends, kept up-to-date with innovative marketing techniques, tracked competitors' activities, and provided valuable input for improving marketing efforts

- Collaborated with and managed cross-functional teams (Graphic Design, Sales, Operations, and Technology) to develop and implement marketing strategies based on insights and opportunities
- Established KPIs (Key Performance Indicators) and dashboards to monitor, measure and assess the effectiveness of all internal and external marketing programs and adjusted as needed
- Devised, implemented, and monitored (Google Analytics) successful digital marketing campaigns (Google Ads, YouTube, and Facebook) that increased sales and brand awareness across Canada
- Developed annual strategic marketing plan to achieve the organizational goals and monitor the implementation of nation-wide marketing strategies, which led to nearly a 10% increase in revenue

#### **LIBERTY TAX SERVICE INC.**

**Sep 2014 – Jun 2018**

##### **National Marketing Manager**

- Created and implemented customer retention program, which led to a 75% retention rate
- Spearheaded the content development for local and national social media
- Established partnerships and relationships with national corporations and organizations
- Trained new franchisees and staff on brand standards and local/national marketing initiatives
- Created and implemented marketing strategies for trade shows, corporate events, meetings, and educational programs

#### **AS FAST AS YOU KHAN**

**May 2013 – Sep 2014**

##### **Marketing & Business Development Manager**

- Developed and executed a client acquisition plan targeted toward specific companies/industries
- Created engaging and targeted advertising and promotions designed to grow client base
- Developed and implemented annual marketing plan that resulted in a 17% revenue growth
- Performed client presentations articling the value proposition of problem, solution, and service offerings
- Developed and implemented plans for strategic accounts that exceeded expectations in revenue retention/growth, account profitability, and customer satisfaction

#### **DISASTER KLEENUP CANADA LTD**

**Dec 2007 – May 2013**

##### **Marketing Manager**

- Developed a marketing team to implement strategy and deliver on objectives while staying on budget
- Carried out effective research and intelligence into competitor services, sales and other trends
- Designed, implemented, and facilitated an effective regional and national marketing strategies
- Developed creative concepts for marketing materials and accountable for the development from printing to distribution
- Developed marketing territories and corresponding membership fees for prospective members, which resulted in a 24% increase in membership over a 4-year period

#### **OPEN GRILL STEAKHOUSE**

**Apr 2007 – Dec 2007**

##### **Marketing Manager**

- Increased sales by 11% from previous year through local community events and business networking
- Created strategic plan and three-year roadmap; which led promotional development efforts and customer service initiatives
- Developed integrated marketing communications plan with owner to grow brand locally
- Designed and analyzed customer service surveys to illicit information on service, food quality, and price

#### **EDUCATION**

**Bachelor of Commerce: Marketing Major**  
**RYERSON UNIVERSITY**

**Jun 2005**

**International Business Administration**  
**SENECA COLLEGE**

**Jun 2002**