

Samuel DeLellis

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EDUCATION & AWARDS

- Bachelor of Commerce in Retail Management with Marketing Minor, Ryerson University
- Term Honour: Dean's List, Ryerson University
- International Council of Shopping Centres (ICSC) Shopping Centre Management Institute Online Learning course Completion: July 2014

ICSC Awards

- Upper Canada Mall x Town of Newmarket Recreation Pop-Up Shop Silver 2016
- Upper Canada Mall Gorgeous Rebrand Silver 2013
- SHINE Internal Program Silver 2012
- Hope in Purple Heels Silver 2012
- Athletes for Africa Jersey Drive Silver 2011 (during internship)

EXPERIENCE OVERVIEW: 10+ YEARS IN MARKETING

- Marketing Plan & Budget
- Media Buy & Campaigns
- Peer Coach & Support
- Special Events/Promo
- Digital & Social Media
- Public Relations
- Partnerships & Sponsorships
- Analytics & Reporting
- Marketing Collateral & Resource Development
- Market Research
- Employee Engagement
- Advertising & Branding
- Agency/Vendor Management
- 6 Industry Awards
- Project Management

WORK EXPERIENCE

Independent Freelance & Consulting

Specialized in Digital Marketing & Strategy

March 2018 - Present

- Consultant and marketing support with a focus on Digital and Marketing Strategy
- Social Media management, content creation, influencer partnerships, and media buy
- Create tools and resources for marketing & social media management professionals
 - Create & program spreadsheets, fact sheets, reference materials, etc...
- Advise and develop methods to streamline marketing processes

RioCan Real Estate Investment Trust

Corporate Marketing Manager

May 2017 – March 2018

- Develop and implement a **Digital Strategy guide** for all RioCan Marketing teams with the resources and expectations to measure marketing initiatives with relevant KPIs
- Review and provide guidance on **21 property Annual Marketing Plans + budgets**
- Host monthly marketing calls, providing **guidance/direction** to marketing teams
- **Coach and support** property marketing teams, as needed, in **areas of development** and supply all teams with new resources and efficiencies
- Responsible for new **digital project development, and data management**
- Manage and strategically enhance RioCan's corporate website
- Work with creative agency to develop branded **omni-channel seasonal campaign assets** for the 21 property marketing teams, reducing costs and duplication of efforts
 - Content executions include: Website, Mobile, E-Mail, and Social Media
- Analyze and prepare various **market research** packages using Envision by EnviroNics
- Onboard RioCan to the Property Capsule platform, a powerful tool improving the business function for multiple teams including Leasing and Asset Management
- Manage and execute leasing signage projects
- **Project manage** the marketing aspect of various RioCan initiatives
- Collaborate and coordinate the Annual Marketing Conference
- Industry Event: Support Marketing in the United Way's Real Estate Climb 2017

Oxford Properties Group, National Marketing & Specialty Leasing

Marketing and Market Research Coordinator

February 2016 – May 2017

- Develop and execute **National Marketing Content Calendar** on all digital networks and support in the planning and execution of National Marketing events and initiatives
- Manage Oxford's relationships with nationally based suppliers (email marketing, digital analytics, website, social media, etc...) and assist the marketing teams in their operation
- Evaluate new suppliers, technologies, research, and innovations to identify new ways to achieve Oxford's financial goals. Includes testing **new programs** and scaling successful pilots across the retail portfolio
- Create monthly department **reports for senior management** and property teams with a focus on measuring results using **KPIs and extensive digital analytics program**
- Implemented various tools, procedures, and introduced suppliers to increase shopping centre marketing teams' efficiency, reduce costs, and enhance customer experience
- Plan and execute the **annual marketing plan** for Oxford's **multi-million dollar gift card program** across all shopping centres and select office building assets
- Enhanced both Leasing and Specialty Leasing team's ability to secure leases and generate incremental revenue with the power of data from the digital analytics platform

Oxford Properties Group, Upper Canada Mall

Marketing Coordinator

September 2011 – February 2016

Marketing Intern

April 2010 – September 2011

- Prepare monthly reports and analysis with an emphasis on detailed metrics and learnings
- Support development of annual marketing plan and over \$1 million budget. Manage invoices, accruals and reforecasting
- Support the leasing team with collateral to showcase the Upper Canada Mall fashion brand, highlighting key leasing information about the centre for retailers and brokers.
- Integral part of the planning and execution of award-winning [Gorgeous rebrand](#)
- Campaign included *Gorgeous*, a semi-annual magazine, featuring fashion available at the shopping centre, editorial content, and fashion/beauty tips
- Integrated *Gorgeous* philosophy into daily culture, nurturing acceptance among staff and third-party suppliers, prompting redevelopment of internal employee program
- Work with media agency on our annual media buy, maximizing ROI, and leverages further opportunities. This generated bonus media and cost savings of \$638,000 for the entire fall 2012–spring 2013 media buy
- Partnered with the Town of Newmarket to execute the "Recreation Pop Up Shop" at Upper Canada Mall from June 1, 2015 to August 31, 2015 providing residents of Newmarket with the opportunity to learn about the Town of Newmarket's Recreation and Culture programs
 - The pop up shop achieved over 15,000 visitors to the store, over 1,250 people participated in the free programs, processed over \$22,000 in program registrations, gained 1,125 new customer accounts, and contributed to a \$60,000 increase in year over year revenue in that time period
- Formed a strategic partnership with Cardinal Golf Club, gaining exposure to their clientele, whose lifestyle and demographics match our target market
 - Resulted in over 1,400 contest entries, 310 new subscribers to e-newsletter, 10 months of advertising on Cardinal Golf Club's billboard, and aligned the Upper Canada Mall brand with the strategic partner
- Played an instrumental role in the planning and execution of various events, including our award winning [Hope in Purple Heels](#) fashion show gala event, raising \$155,000 over 3 years for the Belinda's Place Foundation

- Partnered with Southlake Regional Health Centre to execute annual [Festival of Trees](#) event, displaying sponsor-decorated Christmas trees in the common area, raising \$223,000 for the hospital over 3 years
- Completed Media Training (November 2011) and have represented the shopping centre on several occasions: [CBC live television](#), prerecorded interviews, and community newspapers
- Brainstorms, strategizes, plans, and implements various tactics with our ad agency to continually improve the effectiveness of our digital assets, their integration, and their value to marketing program
- Work with the Public Relations, Advertising Agency, and Online Marketing Coordinator to generate digital content, growing our online community and engagement
 - Assets include: Website, Blog, Facebook, Twitter, Instagram, YouTube, Google Plus, iPhone App, Pinterest, E-Mail Database, and In-Mall Media
- Focused on continual improvement of web experience based on assessment of analytics and usability testing, taking into consideration emerging technologies, such as responsive design. Website visitor growth ranged between 39-80%.
- Launched internal customer service program, SHINE, with the Marketing Director and General Manager in June 2011; co-lead the program and redeveloped once again to integrate the centre's new brand
 - Designed to heighten the level of customer service from all staff, including third party employees, by recognizing staff for their above and beyond service and ideas to improve the customer experience
 - Customer service nominations grew to 471 in 1 year after the rebrand— a 320.5% Year over Year increase
 - Program achieved platinum Facilitation Impact Award from International Association of Facilitators
 - 100% Employee Engagement Survey Achievement