# JUDE FIORILLO

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## EDUCATION & ACHIEVEMENTS

**BACHELOR OF COMMERCE (HONOURS)**                                                                   2003 – 07
QUEEN'S SCHOOL OF BUSINESS, QUEEN'S UNIVERSITY, KINGSTON, ON

**IMMERSIVE WEB DEVELOPMENT PROGRAM**                                                                       2014
BITMAKER LABS, TORONTO, ON

## PROFESSIONAL EXPERIENCE

**MARKETING PROGRAMS MANAGER**                                                              2018 – PRESENT
ENCIRCLE, KITCHENER, ON
- Used HubSpot, Salesforce, and SalesLoft to drive qualified restoration contractor leads through the sales funnel.
- Wrote blog posts and hosted webinars to generate leads for Encircle's field documentation and productivity tools.
- Developed marketing assets and worked on 11 email campaigns, resulting in $80,000 in revenue opportunities.

**MARKETING AND COMMUNICATIONS MANAGER**                                                          2015 – 18
VELOCITY, UNIVERSITY OF WATERLOO, WATERLOO, ON
- Led the marketing team for Velocity, Canada's most impactful startup incubator, and home to 100+ startups.
- Responsible for building the Velocity brand, marketing and supporting events, developing relationships with partners and investors, mentoring startups on PR, writing blog posts and press releases, leading tours, and boothing.
- Implemented creative marketing initiatives to increase event attendance by 20% to 5,000/year across 50+ events.

**FOUNDER**                                                                                        2015 – 18
JOBFAIRR.HEROKUAPP.COM, WATERLOO, ON
- Designed, developed, and marketed a job search tool in Ruby on Rails to help Canadians explore tech companies.
- Dedicated 750+ hours of work, while working full-time, creating a tool that has been used 25,000+ times.

**DIGITAL MARKETING MANAGER**                                                                           2014
51MOMENTS, VANCOUVER, BC
- Assisted with product development, and led the branding, planning, and launch of 51moments, an online marketplace to hire a photographer, resulting in articles from local newspapers, tech, and family bloggers.

**SOCIAL MEDIA AND MARKETING SPECIALIST**                                                        2012 – 13
SORTABLE, REBELLION MEDIA, WATERLOO, ON
- Managed the web development and launch of our seven fastest growing websites (e.g. CPUBoss.com), generating 5 million monthly visitors. Applied mail, e-mail, and social media to promote websites, resulting in 200+ articles.
- Engaged 150,000 fans across 25+ communities by writing blog posts, producing media, and resolving problems.
- Analyzed 7M monthly traffic in Google Analytics, applied SEO tactics, managed SEM campaigns, and used CMS.

**'MACROWIKINOMICS' BOOK RESEARCHER**                                                                   2010
THE TAPSCOTT GROUP, TORONTO, ON
- Collaborated with authors Don Tapscott and Anthony Williams in the publication of the book Macrowikinomics, a Canadian bestseller and Financial Times Best Business Book finalist, which explores the topic of digital innovation.
- Conducted extensive research, fact-checking, editing, and writing for a 424 page book, and prepared CBC radio pitch.

**RESEARCH ANALYST**                                                                               2008 – 2009
MOXIE INSIGHT, MOXIE SOFTWARE, TORONTO, ON
- Conducted research, writing, conference planning, and executive support at a think tank led by Don Tapscott.
- Played a key role in the launch of a new digital marketing program and online collaboration platform.
- Actively managed a four month project to update the company's $9 million research library of whitepapers on technology innovation under strict deadlines, including hiring, training, and coordinating an eight person team.

**HEAD MANAGER**                                                                                    2006 – 07
NETIMPACT SUPPORT CENTRE, QUEEN'S SCHOOL OF BUSINESS, KINGSTON, ON
- Responsibly drafted and managed a balanced, twelve month budget of $75,000 for a busy student technology centre.
- Trusted to independently oversee cash deposits, hiring, training, biweekly pay processing, scheduling, and supervision for a staff of 18. Increased revenues by 25% (highest in 15 years), while reducing expenses by 5%, by developing new innovative services and promotions, implementing centre renovations, and eliminating operational inefficiencies.

## ADDITIONAL SKILLS & INTERESTS

I am a creative thinker who loves technology, and I am proficient with Google Docs, Office Suite, Adobe Suite, HubSpot, Salesforce, Ruby on Rails, HTML/CSS/JS, and Google Analytics. I'm also well versed with SEO, SEM, and CMS systems.