

JUDE FIORILLO

PHONE (226) 792-4192 • E-MAIL JUDE.FIORILLO@GMAIL.COM • WATERLOODIGITAL.CA

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

DIGITAL MARKETING TECHNOLOGIST

2020 – PRESENT

APPLYBOARD, KITCHENER, ON

- Lead marketer on projects leveraging technology. Responsible for technical development of new knowledge base (assist.applyboard.com) and websites applyboard.com and applyproof.com. Managed graphic creation, template development, messaging, language translations, maintenance, security, and stakeholder consultations.
- Created landing pages, Hubspot email automation, and liaised with engineering teams to maintain digital properties.
- Implemented website accessibility audit and improvements to ensure AODA compliance.

DIGITAL MARKETING MANAGER

2019 – 2020

APPLYBOARD, KITCHENER, ON

- Responsible for strategy and execution of digital marketing initiatives, including social media, website, and advertising.
- Managed social media calendar and content scheduling across 7 channels with an active following of 50,000+ users.
- Implemented ad campaigns on Facebook, Instagram, and LinkedIn, and provided analytics for reporting.

MARKETING PROGRAMS MANAGER

2018 – 19

ENCIRCLE, KITCHENER, ON

- Used HubSpot, Salesforce, and SalesLoft to drive qualified restoration contractor leads through the sales funnel.
- Wrote blog posts, managed email campaigns, developed marketing assets, and hosted webinars to generate leads.
- Planned tradeshow programs and worked on 14 sales campaigns, resulting in \$110,000 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, social media strategy, marketing and supporting events, developing relationships with partners and investors, mentoring startups on PR, writing blog posts and press releases.
- Implemented creative marketing initiatives to increase event attendance by 20% to 5,000/year across 50+ events.

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.

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.

ADDITIONAL SKILLS & INTERESTS

I am a creative thinker who loves technology and I am proficient with Google Docs, Office Suite, Adobe Suite, HubSpot, Salesforce, Google Analytics, WordPress, Zendesk, Ruby on Rails, HTML, CSS, JS, SEO, SEM, and CMS systems.