

# JUDE FIORILLO

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April 18, 2021

Lucinda Wallace  
Vice President, Marketing & Corporate Development  
Waterloo EDC

Dear Lucinda,

I am writing to express my deep interest in the Digital Marketing Manager role at Waterloo EDC. I am confident that I would make a strong addition to the team as someone who has 10+ years of experience shaping engaging digital marketing experiences, and a passion for Waterloo Region. To demonstrate my genuine interest in this position, I created the website [WaterlooDigital.ca](http://WaterlooDigital.ca).

For the last two years I have led digital marketing experiences at ApplyBoard, where I oversaw the development of two new CMS websites (applyboard.com and applyproof.com) and a knowledge base (assist.applyboard.com). I worked cross-functionally with marketing, engineering, and security teams to build each website, ensure it is AODA and GDPR compliant, and maintain their security. I supported high profile announcements and campaigns by creating website landing pages, publishing social content, and creating the company rallying cry #EducateTheWorld. I oversaw the social media content calendar, HubSpot scheduling and automation, digital advertising, and reporting across 7 channels with a following of 50,000. I also managed a social media specialist, and by working collaboratively, our team drove 30% growth in followers and 125,000+ interactions.

I understand Waterloo Region's tech culture, having managed Velocity's marketing and communications for 3 years under Mike Kirkup and Jay Shah. I led strategic marketing efforts, worked with an agency, oversaw social media, implemented event and program promotions, engaged campus partners to secure media coverage, and crafted high-profile blog post stories. By introducing creative marketing initiatives I was able to drive a 20% increase in event participation.

As a digital marketer at Sortable, I helped oversee the marketing launch of the company's seven fastest growing websites, which grew to generate over 5 million monthly users. I planned and executed creative and targeted PR outreach to drive SEO, managed Facebook and Google ads, and worked with a team to support and engage a community of 150,000 social media fans.

I understand how marketing and technology come together and have spent over 2,000 hours developing design (Adobe Suite) and coding skills through work on personal projects, including the development of a user-friendly job search tool for tech workers in Canada (jobfairr.herokuapp.com).

I am confident that these experiences will allow me to make a unique impact as the Digital Marketing Manager at Waterloo EDC and look forward to discussing this opportunity with you.

Best regards,



# 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

### 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.