

HAYLEY VUYLSTEKE

GROWTH MARKETING MANAGER



519-536-5466



hayleyvuyksteke@gmail.com



Ingersoll, Ontario

EDUCATION

BUSINESS
ADMINISTRATION -
MARKETING
Advanced Diploma

Conestoga College
2008-2011

HIGHLIGHTS

5+ Years of experience in
digital marketing

Passionate about creating and
implementing high performing
lead generation programs

An analytical thinker who excels
at reviewing data and tweaking
marketing programs to boost
success

Experience managing internal
stakeholders, external vendors
and multiple marketing
campaigns at once

PROFILE

I am a go-getter who thrives in a fast paced environment and always raises my hand to take on additional responsibility. With over 5 years of marketing experience, I excel in creating and managing B2B lead generation campaigns that exceed MQL targets. I am a skilled communicator who believes in the importance of not only generating leads, but generating high quality leads and creating a great relationship with the sales team to ensure the lead journey is a smooth one, end-to-end.

WORK EXPERIENCE

EMAIL MARKETING MANAGER

Axonify | Waterloo | 2017-Current

Axonify is a B2B SaaS company who targets enterprise organizations. With just under 200 employees and 5 years of business under their belt, Axonify is in the midst of crossing the chasm from a small, innovative startup to target the mainstream buyer.

- Wrote, designed, built and executed email marketing and nurture campaigns using Pardot and Marketo
- Built, executed and managed a content syndication program that exceeded SAL target
- Drafted, implemented and monitored online chatbot scripts utilizing Drift to boost lead capture and quality
- Aided in the development of the digital lead generation engine by creating the data capture strategy, building out the email nurture program and sales enablement effort
- Assisted in the sales-lead ABM initiative by building out the orchestrated outreach program and aiding in sales enablement efforts
- Coordinated and hosted vendor and internal webinar programs to acquire net new leads and boost lead score for existing leads

EXPERTISE

MARKETING TECHNOLOGY

Marketo, Pardot, Selligent,
Salesforce, Hootsuite, Vidyad,
Drift, Path Factory

OTHER TECHNOLOGY
Photoshop, Microsoft Office
Suite

PRIVACY LEGISLATION
CASL, GDPR, CCPA

HTML coding

SKILLS

Teamwork

Problem solving

Time management

Creative

Strategic thinker

Organization

Prioritization

INTERESTS

Running

Yoga

Cooking

Travel

Wine

WORK EXPERIENCE CONTINUED

FREELANCER

Ingersoll | 2019-Present

In my spare time, I provide digital marketing strategy and services to small companies.

- Created and managed Google Ads campaign that broke acquisition targets
- Wrote copy, designed and built a website that acts as the hub of my clients marketing activities

SENIOR ACCOUNT MANAGER

Inbox Marketer Corporation | Guelph | 2014-2017

Inbox Marketer is a digital marketing agency, whose clients range from large financial institutions, telecommunications providers, grocers and more.

- Created and executed strategic email marketing plans on behalf of clients including new prospect and customer acquisition, automated customer onboarding journeys, and batched campaign based communication programs
- Created, executed and managed client A/B Test and multivariate test and learn plans to optimize program results
- Assist the Sales and Marketing team in developing content for articles and blog posts
- Responsible for overseeing half of the company's client accounts and revenue

ACCOUNT MANAGER

Inbox Marketer Corporation | Guelph | 2013-2014

- Assisted the Copywriting and Graphic design teams in the creation and build of email marketing campaigns
- Built and edited HTML email templates
- Proofread and QAed various marketing emails and digital advertising content
- Created and managed email marketing metric reports delivered to clients weekly

ACCOUNT EXECUTIVE

Inbox Marketer Corporation | Guelph | 2011-2013

- Assisted in annual planning exercise and created an annual calendar of initiatives for client
- Worked with client's Legal and Regulatory departments to ensure that client's programs were run in compliance to laws and industry regulations