

# HAYLEY VUYLSTEKE

## GROWTH MARKETING MANAGER



519-536-5466



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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, Vidyard,  
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