

Emily Rudow

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PROFILE

- Highly motivated and self-driven individual who thrives in a fast paced, dynamic work environment.
- Proficient in planning, forecasting, and managing large marketing budgets.
- Excellent at meeting project & proposal deadlines with a quick turnaround time.
- Strong management skills developed through managing a team of marketing professionals.
- Advanced proficiency with MS Office: Word, PowerPoint, Excel & Outlook.
- Strong presentation & communication skills developed by delivering presentations to agencies, C-Level Execs & VP's of Fortune 500 companies.
- Experienced in managing multiple projects simultaneously and prioritizing tasks.

EDUCATION

Wilfrid Laurier University, Waterloo, ON 2007–2011
Bachelors of Business Administration (BBA), **Specialization:** Marketing Communications

Cardinal Path Training, Chicago, IL 2013
Successfully completed Google Analytics 101, 201, 301 and Google Adwords 101 and 201.

RELEVANT EXPERIENCE

Tricific Enterprises Inc, Markham, ON January, 2014-August 2014
Director of Marketing

- Strategized and executed marketing plans that resulted in an ROI of 150%.
- Launched Magento e-commerce platform and broke-even in under 3 months.
- Developed positioning to differentiate Tricific from competitors.
- Used Analytics daily to measure website traffic, new leads, and ROI on marketing initiatives.
- Strong knowledge of Magento Admin e-commerce platform.
- Implemented email marketing program resulting in an ROI of 250%.
- Managed a team of marketing professionals.

Marketcircle, Markham, ON April 2013-January 2014
Marketing Manager

- Managed a marketing team and was responsible for team's outcome and performance.
- Planned the launch of new products and software releases & managed the cross-functional implementation of plan.
- Created and executed long term and short term marketing plans and exceeded expected monthly revenue targets.
- Successfully launched two new product lines and managed the end of life of a popular product.
- Managed all advertising initiatives including Adwords, AdRoll re-targeting resulting in an ROI of over 1000%.
- Used website analytics and optimization to increase website conversion rate to over 70% more than original.
- Collaborated with PR agency to develop messaging for releases
- Created all content and communications for software releases.

Marketing Coordinator

April 2012-April 2013

- Responsible for writing blog content, SEO efforts, website design, wire framing, and website copy.
- Created promotional content including newsletters, email blasts, re-targeting ads, Adwords, surveys, and contests.
- Used website statistics daily to make decisions regarding website design, advertising, and strategic direction.
- Developed press releases and collaborated with a public relations agency on a regular basis.
- Ran all Social Media campaigns on Twitter, Facebook, and LinkedIn.

SaleSpider Media-Digital Publisher, Toronto, ON

April 2011-April 2012

Digital Media Account Manager

- Developed and managed online advertising campaigns with large corporations and media agencies in North America.
- Demonstrated strong selling skills in pushing prospects through stages of the sales cycle from lead generation, presenting, negotiating and closing.
- Account Manager of large corporate online campaigns including Dell Canada, Experian, AllState, Avery Dennison, Progressive, BMO & Dex.
- Strong relationship building and account managing skills developed through repeat clientele.
- Worked with Ad Operations for campaign set-up, delivery and optimization to ensure client metrics were surpassed.
- Independently travelled to meet and give presentations to several media agencies in Toronto and NYC.
- Built relationships with C-Level Execs and VP's of Fortune 500 companies to reach online marketing goals.
- Created presentations and RFP responses.

AWARDS AND CERTIFICATIONS

- Canfit Pro Personal Training Certification
- High school rugby MVP
- Provincial Gold Medal for hockey
- Ontario scholar
- The Waterloo Record's Rugby All-Star
- Toronto Marathon participant
- 2nd Place in MEC race series half marathon 2014
- Wilfrid Laurier's Integrated Case Exercise Week Semi-Finalist
- Google Analytics and Adwords Cardinal Path training course completion-Chicago, 2013.

INTERESTS

- Played varsity rugby for Wilfrid Laurier University
- Enjoys playing representative A level ice hockey
- Strong interest in health, nutrition and fitness
- Enjoys both leisure and competitive long distance running
- Enjoys craft beer and visiting micro breweries
- Loves to hike, travel, and adventure.
- Lover of all things peanut butter

