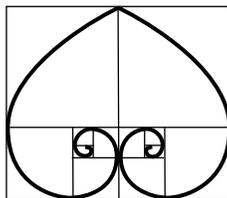# ACE LE

GTM SYSTEMS ARCHITECT
& REVENUE OPERATIONS LEAD

🏠 303 - 677 EAST 7TH AVE
VANCOUVER, BC
V5T 1N9

1 604 375 1377 📞
ACELEDESIGN@GMAIL.COM ✉
ACELE.CA 📱

EXECUTIVE SUMMARY
- Strategic Marketing & GTM Systems Lead: With 14+ Years of Architecting Revenue Infrastructure & GTM Strategy.
- Technical Enablement: Specialist in Converting Complex Specifications (APIs, AI/ML, SDKs) into scalable SOPs and systems.
- System Scaling: Proven track record of Architecting Automated Lead-Generation engines that scale volume by 200%.

KEY ACHIEVEMENTS
- Technical SEO: Achieved Top 10 Organic Google rankings within 48 hours via technical site architecture and content logic.
- AI Automation & RevOps: Engineered Lead-Gen Engine producing **300+ MQLs/month**, exceeding human SDR benchmarks.
- Operational Standardization: 50+ Technical SOPs for GTM workflows, reducing CAC by 66% through system efficiency.

WORK EXPERIENCE
Principal GTM Systems Architect (R&D Contract) | Private AI/ML Client | Aug 2025 – Present
- Agentic GTM: Engineered multimodal AI lead-capture systems and Clay-driven automated data enrichment waterfalls.
- Prototyping: Developing functional proofs-of-concept using Python to automate technical-to-commercial translation.

Marketing Manager & GTM Systems Lead (Project-Based) Ocal Financial | Nov 2024 – July 2025
- Strategic Leadership: Global GTM Roadmap, Validating a 'Fintech-as-a-Service' model that secured stakeholder buy-in.
- Demand Generation: Engineered AI-driven lead-gen engine producing 300+ SQLs/month, outperforming traditional SDR.
- Marketing Operations: Standardized 20+ SOPs, integrating Google Ads with HubSpot for full-funnel visibility.

Marketing Manager & GTM Systems Lead Polyga Inc. (3D Scanners) | Jan 2023 – Feb 2024
- Market Dominance: Orchestrated SEO/SEM Strategy that achieved #1 Google rankings for core industrial keywords.
- Product Marketing: Developed Interactive 3D models and full-funnel sales literature to reduce technical friction during journey.
- Sales Enablement: "Visual-First" Technical Documentation Ecosystem that standardized GTM for International Distributors.

Marketing Operations Lead Terramotus Solutions Inc. | Feb 2021 – Dec 2022
- Full-Cycle GTM: Global Deployment of Industrial products, coordinating PR, technical specifications, and distribution.
- Digital Infrastructure: Developed High-Fidelity Wireframes and Web Infrastructure to support High-Impact Product Launches.
- Scale and Standardization: Directed Global Systems Standardization, managing Technical Writing and informational Design.

Principal Growth Consultant & GTM Specialist Acele.ca | 2011 – 2020
- Infrastructure Strategy: Full-stack Development and Technical SEO/SEM execution for high-traffic, multi-million dollar clients.
- Revenue Strategy: Designed User Acquisition Systems and Media Proposals, aligning Technical Specs with Market Demand.
- Technical Communications: Editorial strategy and PR for large-scale events, securing grants and major media coverage.

EDUCATION
Certificate in New Media Design & Web Development (Systems Focus) | British Columbia Institute of Technology (2017).
- Technical Stack: Languages/APIs: Python, Java, Twilio API, SQL, HTML/CSS.
- Platforms: Clay (Advanced Enrichment), HubSpot (Advanced), Salesforce, Google Ads PMAX, SEO/SEM.

References
Available Upon Request