

Marketing Manager | Demand Generation & Customer Acquisition

CRM Workflows | Inbound Marketing | Lifecycle Coordination

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PROFESSIONAL SUMMARY

Marketing manager experienced supporting inbound customer acquisition, CRM workflows, lifecycle coordination, and lead generation initiatives across technical and B2B environments. Hands-on experience improving lead routing, follow-up coordination, customer acquisition workflows, and cross-functional marketing execution to support conversion consistency and operational performance. Background working across industrial technology, automotive finance, SaaS, and technical product environments supporting inbound marketing, customer engagement, and commercialization initiatives.

KEY ACHIEVEMENTS

- Generated 300+ qualified inbound leads per month through CRM workflows, lead routing, and inbound qualification systems.
- Reduced customer acquisition costs through improved targeting, lead handling, and conversion workflows.
- Improved speed-to-lead from minutes to ~30 seconds through real-time CRM routing and follow-up automation.
- Reduced lost opportunities by improving lead qualification, routing, and follow-up coordination processes.
- Supported inbound customer acquisition initiatives across industrial technology, automotive finance, and technical product environments.

PROFESSIONAL EXPERIENCE

Marketing Operations Consultant (Contract) | Dieselfox Technologies Inc. Aug 2025 – Present | Vancouver Canada

- Built inbound lead capture and qualification workflows helping clients respond to and convert leads more effectively.
- Developed CRM automation and enrichment workflows using HubSpot, Python, APIs, and webhooks.
- Supported technical R&D and telecommunications projects involving customer acquisition and operational workflow coordination.
- Built lead handling and lifecycle workflows improving follow-up consistency and sales coordination.
- Supported internal enablement and CRM operations across multiple client engagements.

Marketing Manager (Contract) | Ocal Financial Nov 2024 – July 2025 | Vancouver, Canada

- Generated 300+ inbound SQLs/month through SEO, lead capture, and automated qualification workflows.
- Built inbound routing and follow-up workflows improving lead response times and conversion consistency.
- Supported customer acquisition initiatives across CRM workflows, landing pages, inbound campaigns, and lead handling processes.
- Developed HubSpot workflows improving lead handling, prioritization, and sales coordination.
- Supported inbound sales and lifecycle workflows helping convert marketing traffic into booked calls and qualified opportunities.
- Supported operational workflows aligned with TSX-V public listing requirements.

Marketing Manager | Polyga Inc. Jan 2023 – Feb 2024 | Vancouver, Canada

- Supported inbound customer acquisition and technical product marketing initiatives for engineering and distributor audiences.
- Reduced evaluation friction by implementing interactive product validation tools and scalable documentation resources.
- Improved support efficiency by reducing Tier-1 support tickets through self-service technical documentation.
- Built customer-facing workflows supporting technical evaluation, qualification, and sales coordination.
- Supported marketing operations during the period leading to acquisition by LMI Technologies.
- Supported SEO, customer enablement, and inbound marketing initiatives across technical product environments.

Marketing Lead (Contract) | Terramotus Solutions Inc. Feb 2021 – Dec 2022 | Vancouver, Canada

- Built inbound capture and conversion workflows supporting industrial and automotive product sales.
- Generated inbound demand through SEO, SEM, and product-focused acquisition campaigns.
- Supported CRM and lead handling workflows improving inbound sales coordination and follow-up consistency.
- Supported product launches, inbound marketing initiatives, and customer-facing workflows across industrial and e-commerce environments.

Independent Marketing Consultant | Acele.ca Jan 2011 – Dec 2020 | Vancouver, Canada

- Supported SMB website, SEO, inbound marketing, and CRM workflow projects across automotive, industrial, and digital media environments.
- Built inbound lead capture and conversion workflows across multiple client engagements.
- Supported SEO, content, and inbound marketing initiatives for high-traffic digital and technical product environments.
- Supported customer acquisition and lead handling workflows improving inbound conversion and follow-up coordination.

EDUCATION

Certificate in New Media Design & Web Development (Systems Focus) BCIT - 2017 | Vancouver, Canada

Core Skills: Demand Generation | Customer Acquisition | CRM Workflows | Inbound Marketing | Lifecycle Coordination | Marketing Operations | HubSpot | Cross-Functional Coordination