

Marketing Manager | Pipeline & Demand Generation Systems

Builds systems that turn inbound demand into qualified pipeline and booked sales for sales teams.

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PROFESSIONAL SUMMARY

Builds systems that capture, qualify, route, and convert inbound demand into qualified pipeline and booked sales. Designs lead capture, qualification, routing, and follow-up systems that improve conversion, reduce response time, and ensure pipeline progression across industrial and fintech environments.

KEY IMPACT

- Built inbound demand generation and pipeline systems generating 300+ qualified leads per month.
- Reduced speed-to-lead from minutes to ~30 seconds through real-time routing and response workflows.
- Reduced CAC by ~60% through improved qualification, targeting, and automation systems.
- Built conversion systems that increased lead-to-opportunity conversion by up to 4x.
- Built end-to-end systems connecting demand generation, qualification, routing, and sales conversion.

PROFESSIONAL EXPERIENCE

Principal Demand Generation & Pipeline Systems Architect | Private Contract

Aug 2025 – Present | Vancouver, Canada

- Built demand generation and pipeline systems using real-time data, automation, and AI-driven workflows.
- Designed lead capture, qualification, and routing systems to convert inbound traffic into sales-ready opportunities.
- Prototyped real-time engagement systems translating product signals into qualified pipeline and outreach triggers.
- Developed workflow automation improving response time, lead prioritization, and pipeline progression.

Marketing Manager — Demand Generation & Pipeline Systems | OCAL Financial

Nov 2024 – July 2025 | Vancouver, Canada

- Built an inbound demand generation and pipeline system that captured, qualified, and routed high-intent leads into sales-ready opportunities.
- Generated 300+ qualified leads per month through automated capture and qualification workflows.
- Reduced speed-to-lead from minutes to ~30 seconds using real-time routing and follow-up systems.
- Eliminated missed opportunities by implementing lead scoring, prioritization, and CRM workflow automation.
- Built backend systems (Python, Twilio) to support real-time engagement and pipeline progression.
- Supported pipeline systems and data infrastructure during TSX-V public listing.

Marketing Manager — Pipeline Systems & Conversion | Polyga Inc.

Jan 2023 – Feb 2024 | Vancouver, Canada

- Built pipeline and conversion systems that turned technical product interest into qualified sales opportunities.
- Increased conversion rates by 4x through guided validation, quoting, and qualification workflows.
- Reduced pre-sales friction using interactive product evaluation tools for engineers and distributors.
- Improved pipeline efficiency by reducing Tier-1 support tickets by 40% through structured documentation systems.
- Built systems aligning technical evaluation with commercial conversion, improving deal progression and velocity.

Marketing Lead — Demand Generation & Conversion Systems | TerraMotus Solutions Inc.

Feb 2021 – Dec 2022 | Vancouver, Canada

- Built demand generation and conversion systems that increased inbound pipeline and sales velocity.
- Generated qualified demand through SEO, SEM, and product-led acquisition strategies.
- Converted technical product interest into sales-ready opportunities through structured qualification and messaging systems.
- Reduced buying friction by standardizing complex product data into clear evaluation workflows.
- Supported product launches with systems driving inbound pipeline growth and deal progression.

Marketing & Pipeline Systems Consultant — Demand Generation & Conversion | Acele.ca

Jan 2011 – Dec 2020 | Vancouver, Canada

- Built demand generation, pipeline, and conversion systems across industrial, automotive, and media clients, turning inbound traffic into qualified pipeline and revenue opportunities.

EDUCATION

Certificate in New Media Design & Web Development (Systems Focus)

BCIT - 2017 | Vancouver, Canada

Core Skills: Demand Generation | Pipeline Systems | Lead Qualification | Conversion Systems | CRM Workflows | Workflow Automation | SQL & Data Analysis | Reporting & Dashboards | HubSpot (Advanced) | Cross-Functional Execution

References Available Upon Request