

## Marketing Operations Manager | Demand Generation &amp; Pipeline Systems

CRM Workflows | Inbound Marketing | Lifecycle Coordination

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**PROFESSIONAL SUMMARY**

Marketing Operations Manager experienced building inbound demand generation, CRM workflows, lead qualification, and pipeline systems across technical, industrial, automotive finance, and SaaS environments. Hands-on experience improving customer acquisition workflows, lead routing, lifecycle coordination, and conversion systems that support sales-ready pipeline generation. Background supporting inbound marketing, operational workflows, and commercialization initiatives for technical products and high-consideration buying environments.

**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 Manager (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 (Demand Generation Contract) | Ocal Financial Nov 2024 – July 2025 | Vancouver, Canada

- Generated 300+ inbound SQLs/month through CRM workflows, lead capture, and qualification systems.
- Built inbound routing and follow-up workflows improving speed-to-lead 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

- Managed 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.
- Managed 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.
- Built CRM and lead handling workflows improving inbound sales coordination and follow-up consistency.
- Managed 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

- Managed 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.
- Managed SEO, content, and inbound marketing initiatives for high-traffic digital and technical product environments.
- Improved customer acquisition and lead handling workflows supporting 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