

Thomas Sims

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HIGHLIGHTS OF QUALIFICATIONS

- 15+ years improving digital marketing & conversion goals for sales, purchasing, market share, branding, lead generation, & client/customer relations.
- Proven results with over 500% increase in client sales from previous year's period, 6+ consecutive months of highest record active users, reactivated users, & customer revenue.
- Master of B2B & B2C digital marketing programs and the unique needs of each.
- Full stack digital marketer with proven results in CRM, email, SEO, SEM, PPC, digital content, project management, web analytics (analysis & technical tagging / triggering), report building, data analysis, data extraction, marketing operations, marketing automation, digital marketing strategy, and client relations.
- Experienced in platform setup, migration, & integrations: CRM, email, marketing automation, search and social ad networks, website CMS, domain, & hosting.
- Accomplished team manager, translating client needs to team goals for marketing strategy and execution. Proficient in translating between business project needs and technical staff task requirements.
- Knowledgeable with the following industries: ecommerce, technology, insurance, finance, retail, collectibles, igaming, adult content, non-profit, healthcare, advertising, SAAS, education, & student services.
- Self-starter with great ability to work with minimal supervision and within teams.
- Naturally curious and possessed of an easy ability to learn quickly and understand complex systems and structures. Flexible and adaptable to virtually any digital marketing situation with a natural resourcefulness and resilience to jump from project to project to find and solve any marketing challenge.
- Highly technically proficient - hardware, software, web, network, browser, code.
- Multilingual: fluent in English and Chinese (Cantonese).

SKILLS AND EXPERIENCE

CRM

- Planned, developed, & executed ETL data extraction project for lead flow manipulation from multiple databases to be loaded into CRM & marketing automation platform.
- Created customer persona profiles based on market data. Used these profiles to tailor CRM and digital systems to target current and potential customers for brand engagement and re-engagement.
- Strategic segmentation of leads from persona profiles to marketing & sales use within defined funnels with either sales hand off or re-engagement with specialized journey conversion systems.
- Advanced current data engineering work flows to minimize bad data with maintenance programs and use of automated tool sets such as Zapier. Cleaned up existing data and standardized current profiles and data fields to complete contact and lead profiles.

- Produced 'target' lists using segmentation profiles to be used with email campaigns, ad networks, and direct sales outreach.
- Developed customer service notifications and follow up systems through usage of CRM data, marketing automation, & email systems.

Marketing Automation

- Developed marketing automation systems to support lead generation programs. Using progressive email drip systems, behavioral scoring, lead segmentation, marketing qualification, and handing off qualified leads for sales team qualifications.
- Extensive lead generation experience. From developing lead contact flow assets (landing pages & forms), follow up email campaigns, and targeted behavioral segmentation for sales hand off.
- Created dynamic email marketing campaigns to build contacts engagement up into marketing qualified leads to be handed off to sales team members for sales lead qualification or direct e-commerce purchases with specialized customer journeys.
- Experienced with setting up conversion tracking through Google Analytics and Tag Manager to better leverage dynamic customer behavior toward business objectives.
- Extensive experience with the full marketing automation stack - hosting, domains, CMS, marketing automation, email, landing pages, forms, data retention/warehousing, CRM, data visualization & reporting.
- Developed targeted retention messaging systems designed to identify customers who have had a negative experience using the company website/application and respond to them with follow up offers and customer support.
- Developed cart abandonment/failed payment detection system with follow up messages to customers for education on how to make a payment and to stimulate them trying again.

Reporting

- Experienced with Google Data Studios and able to uncover insights from analytics. Comfortable with technical requirements and able to import standardized and customized data sources for custom reporting as well as creating custom dimensions and metrics to support business data needs.
- Ability to integrate and maintain multiple data sources within real time updatable reports or permanent dashboards.
- Ready ability to import industry standard and custom data sources into data visualization framework to create custom reporting dashboards for each team members needs or for various leadership position report requirements.
- Proven ability to work with technical resources to gather custom data sources and automate ETL programs for automated data feeds for reporting and/or marketing automation needs.
- Proficiency with SQL and able to create queries for specialized data pulls from databases.

Development

- Experienced with making changes to front end sites. Proficient with HTML, CSS, PHP, and SQL.
- Proven ability to maintain and update WordPress and Shopify sites as well as plug-ins and add-ons, as well as make basic front end changes and updates.
- Ability to work directly in code and drag and drop programming.

Leadership & Project Management

- Extensive experience interacting with C-Suite leadership.
- Translating project progress reports to leadership stakeholders according to their own customized role needs and key metrics they wish to track.
- Ability to bring digital marketing KPI's to the table and compare with business objectives and revenue goals to correlate marketing efforts with financial benefits.
- Managed and led a group of creative, strategic, and technical team members to complete digital marketing tasks and projects.
- Proven results with 33% increase in client retainers within 6 months of taking over digital marketing accounts.
- Maintained and completed customer projects within scope of timeline, budget, team resources, and team skill set.

Social Media Management

- Experienced in creation and setup of social media platforms for business application.
- Aim to increase audience participation, retention, and engagement.
- Expert in social media ad networks and their usage to augment audience engagement, discover new top of funnel targets, and remarket to known customers.
- Proficient with major social ad platforms, Twitter, Facebook/Instagram, Snapchat, Reddit, LinkedIn.

Email Marketing

- Developed & integrated email, marketing automation, & CRM systems concurrently to be CASL & CAN-SPAM compliant.
- Created calendar based, and customer journey based email automation systems for use with highly targeted segmentation to define when customers are moving between "Active", "At-Risk", & "Churned" statuses and take appropriate action to engage, re-engage, or present with appropriate conversion activities.
- A/B optimized email subject/preview, content, & click through landing pages for conversion rate optimization.
- Created dynamic email templates pairing user behavioral data with internal business product databases to create dynamic engaging email content customized to each user's unique needs and profile tastes.
- Identified 'at-risk' & 'churned' customers and instituted a monthly email program designed to offer a promotion and follow up with customers in a mini series of emails. Resulting in the highest unique customer usage rate per month for 5 consecutive months as well as increases in customer satisfaction.

SEO

- Proven results with high value keywords ranking on 1st page of Google SERP.
- Increasing organic traffic levels up to 60+% (monthly period vs previous year) resulting in increased conversions (purchases & lead generation).
- Ability to identify high value keywords for SEO, SEM, content writing (blog), and other marketing initiatives using keyword discovery tool sets.
- Experienced with Google Tag Manager for use in advanced conversion rate optimization. Installation, container setup, triggers, tagging, change & publishing management, funnel tracking, and custom website technical install and maintenance.

- Extensive experience using A/B testing methodology (Google Optimize) to launch website content experiments, and perform testing to determine the best outcomes for audience engagement and conversions.
- Google Analytics certified.

SEM

- Results oriented PPC manager and data based decision making. Always searching to find additional opportunities to lower costs and increase conversions.
- Experienced with widely used SEM platforms such as Google Ads, Facebook Ads, LinkedIn Ads, Twitter Ads, Bing Ads.
- Extensive experience using landing page and A/B testing methodology to optimize quality scores and find the best landing page experience for prospective customers.
- Knowledgeable of different SEM tactical toolsets to expand net new digital marketing efforts as well as maximize remarketing by leveraging existing customer lists for both inclusive and exclusive efforts in digital campaigns.
- Proficient with setting up goals in both ad platforms as well as analytical platforms like Google Analytics and Tag Manager to better leverage conversion tracking.
- Google Ads certified.

Content Management

- Blog & content writing with an eye for SEO keyword editing.
- Experienced managing an outsourced content writing team to deliver highly engaging, detail oriented copy for use for both web pages & landing pages with a focus on SEO but also revenue based conversions.
- Unique identification of high value keywords for inclusion in content.
- Managing content creation schedules, editorial calendars, content calendars, & teams of content writers.

Strategic & Systems / Organizational

- Three years of training in systemic & organizational concepts and needs.
- Identified and analyzed system development, needs, functions, and goals for usage in creating marketing strategy, and marketing funnel models for usage in expanding reach, actions, conversions, and engagement.
- Development of integrated digital marketing programs using content marketing, SEO, marketing automation, customer journey mapping & messaging, and paid advertising to concurrently advance digital marketing goals.

PLATFORM EXPERIENCE

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|-------------------------|----------------------|--------------------------|
| • WPEngine | • Salesforce | • SEMRush |
| • Bluehost | • Microsoft Dynamics | • RankTrackr |
| • WordPress | • Hubspot | • Raventools |
| • Magento | • Maropost | • Screaming Frog |
| • Shopify | • Act On | • Zapier |
| • Google Analytics | • Salesfusion | • ITTT |
| • Google Search Console | • XtremePush | • Facebook/Instagram Ads |
| • Google Tag Manager | • Sendgrid | • Snapchat Ads |
| • Google Data Studio | • Mailchimp | • Reddit Ads |
| • Google Optimize | • Hootsuite | • LinkedIn Ads |
| | • Intercom | |

- Google My Business
- Microsoft Advertising formerly Bing Ads
- Bing Webmaster Tools
- G-Suite
- Power BI
- Tableau
- Asana
- Teamwork
- Slack
- Twitter Ads
- Amazon Seller Central
- eBay Seller Centre
- Microsoft Office 365

EMPLOYMENT HISTORY

CRM Manager Pala Interactive, North York, Ontario, Canada	2019-Present
Digital Marketing Manager Prep101, Toronto, Ontario, Canada	2016-2019
Digital Marketing Manager Goose Digital, Richmond Hill, Ontario, Canada	2015-2016
Website & Search Analyst Prospr, Toronto, Ontario, Canada	2013-2015
SEO Specialist Digital Shift Media, Toronto, Ontario, Canada	2013-2014
Digital Marketing Strategy & SEO Consultant Latex Toronto Ltd., Toronto, Ontario, Canada	2012-2015
SEO & Web Specialist iQliving, Toronto, Ontario, Canada	2012-2013
Behavioral Mental Health Professional Family Counseling Service, Aurora, Illinois, USA	2010-2011
Policy and Presentation Researcher Adler School of Professional Psychology, Chicago, Illinois, USA	2009-2010
Purchaser / eCommerce Sales Manager Self Employed, Chicago, Illinois, USA	2001-2009

PROFESSIONAL CERTIFICATIONS

- Google Analytics for Beginners Certified
- Google Advanced Analytics Certified
- Google Analytics Individual Qualification Certified
- Google Ads - Measurement Certified
- Google Ads Display Certified
- Google Ads Search Certified
- Google Ads Video Certified

EDUCATION HISTORY

Master of Arts in Psychology, Marriage and Family Counseling **2009-2012**
Adler School of Professional Psychology, Chicago, Illinois, USA

Bachelor of Arts, Double Major Philosophy & Psychology **2005-2008**
Elmhurst College, Elmhurst, Illinois, USA