

# Jacob Filipp

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## What you would gain:

1. A **proven B2B marketer**, who boosted demand generation programs for clients such as EDC, Deloitte, Bloomberg and Primus.
2. **Tighter campaign collaboration**: I make technical information understandable to laymen, which results in better alignment across teams.
3. **Simpler decision making**: with my experience as a consultant, I present data in a way that makes it simple for executives to make a decision.
4. **Top-notch CRM and email expertise**: for 3 years, I've worked with automated email programs and CRMs in progressive organizations.

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## Techniques and technologies

<b>Marketing</b>	SEO   SEM   marketing ROI analytics   split testing   copywriting
<b>Demand Gen</b>	Marketing Automation (Eloqua, Act-On)   CRM (Salesforce, Sugar CRM, MS Dynamics)
<b>Analysis</b>	Excel: macros + more   Google Analytics   Pentaho ETL   SQL
<b>Visualization</b>	D3.js   Tableau   MicroStrategy   Gephi   QGIS   Google Maps API
<b>Coding</b>	PHP   Javascript + jQuery   HTML   CSS   Selenium   Wordpress

## Work history

**Couch & Associates**, Marketing Automation Consultant Mar. 2014 - present

I guide large companies in implementing Marketing Automation and launching profitable campaigns. This work includes CRM integration, troubleshooting, educating managers and more. My direct work has been worth \$578,809 to clients so far.



**MaintenanceAssistant.com**, Technical Marketer 2013 - 2014

Was in charge of SEO, SEM, marketing automation and CRM at SaaS startup. Generated 300 leads/month. Work included custom Wordpress development with PHP and Git.

**CAA**, Web Analyst 2012, 6 month contract

Sole analyst for a site with 222,000 avg. visits/month and \$86,000 avg. campaign spend/month. Every month, compiled report for parent org. from 12 data sources. Audited CAA's ad agency.

**E-Commerce Entrepreneur** 2010 - 2012

Created a network of 193 e-commerce sites. Managed 2 interns. Broke even in first year. Sites based on datafeed API from affiliate networks. Coding guided by SEO techniques and split testing.

## Education

**Bachelor of Business Administration** | Schulich School of Business | York University 2004 - 2008