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Professional Profile

I have an **8-year track record** of delivering B2B SaaS results with marketing automation systems, CRMs and web analytics.

Over those years, I was responsible for a variety of tech-enabled initiatives. Rising from an SEO entrepreneur, to a "1-man show" at a B2B software startup, then enterprise consultant (EDC, Bloomberg, Primus), finally leading the Marketing Operations Team at a legal-tech firm.

What makes me stand out:

The ability to bridge between IT, Marketing, Sales and Top Executives. I can explain technical concepts simply, and get laypeople to buy in to ambitious marketing technology projects.

Work Experience

LexisNexis Canada

Marketing Operations Manager (2016/11 – present)

I run the Marketing Ops Team (2 direct reports) at a large legal software company. We coach and support 10 marketers. Responsible for the Pardot email marketing system, corporate CMS and e-Commerce store. We work closely with the (Salesforce) Sales Ops team. Some highlights:

- Led [an award-winning](#), Lean 5-month, 4-stage data integration project that put 12 products' customer status into our email automation system.
- Took just 2 weeks to migrate our team from Hubspot to Pardot.
- Led website content and navigation refresh involving 20+ meetings. Project managed 4 primary content creators. Ensured customers were heard with [an innovative "Top Tasks" survey](#) .
- Generated 3,000%+ ROAS every month from my e-Commerce Python script.
- Recruited & retained strong Marketing Ops Mgr ahead of my parental leave.
- Earned the Sales and Marketing "Making a Difference" award & bonus.
- Accountable for CASL compliance and redressing incidents with Counsel.

Couch & Associates

Marketing Automation Consultant (2014/03 – 2016/03)

Helped large enterprises deploy/use Eloqua (Oracle Marketing Cloud) and Salesforce. Clients included: Export Development Canada, Bloomberg, Deloitte and Primus. They valued my direct work at \$578,809. Work included:

- Systems integration: connecting Eloqua with Salesforce and MS Dynamics, establishing data cleansing programs and documenting what was done.
- Building a stable marketing automation foundation: initial Eloqua setup, ensuring email deliverability (with SPF, DKIM and SenderScore monitoring), creating asset-gating forms and training staff.
- Generating revenue: creating email nurture paths and consulting around best practices.
- Loading large amounts of data into Eloqua using Pentaho ETL software.
- Campaign optimization: pulling campaign-interaction data using the Eloqua REST API and analyzing it using Excel and Tableau.
- Automating large-scale testing with Selenium and BrowserStack tools.

Fiix

Technical Marketer (2013/01 – 2014/03)

As the sole marketer at a maintenance-software startup:

- Implemented a CRM system (Sugar CRM) and a new Marketing Automation system (Act-On). This let the sales team handle more inquiries.
- Performed SEO on B2B site, including a 60% site speedup; creating content that was responsible for 15% of incoming site traffic and improving existing pages.
- Copywrote case studies, whitepapers and landing pages.
- Implemented monthly Mailchimp newsletters. Used mail campaign to get 100 customer survey responses in 1 day.
- Planned and executed Google advertising campaigns, retargeting with Adroll and Webinar lead generation.

CAA South Central Ontario

Web Analyst Contract (2012/02 – 2012/08)

- Sole web analyst at this nonprofit with almost 2 million clients in Ontario.
- Administered an onsite Webtrends analytics system.
- Created self-serve automated reports for 5 different teams to use.
- Responsible for mandatory monthly report to the parent organization. This report required compiling data from 12 different sources.

E-Commerce Site Network

Founder/Entrepreneur (2010/04 – 2012/02)

- Planned, custom-coded and populated a network of 193 e-commerce sites.
- Worked around technical issues that are widespread in the datafeed-driven affiliate marketing space.
- Recruited and managed 2 interns.
- Broke even in 1st year of operations.

Olive Media (Toronto Star)

Digital Ad Inventory Analyst (2008/10 – 2010/04)

- Found ways to get more value from existing inventory on a network of 85 premium publishers.
- Created various forecasting models that were used for budgeting etc.
- Determined the profitability of a \$2 million deal ahead of renewal talks.
- Participated in a large adserver migration away from DFP to Adtech. Responsible for migrating several premium Torstar properties. Travelled to Montreal to ensure migration of La Presse properties.

Powerspirit

Founder/Entrepreneur (2006/04 – 2008/08)

Powerspirit was an SEO consulting company I founded while at university. Work included:

- SEO and SEM services for small businesses.
- Interpreting Google's patents to stay ahead of competitors.
- Behind the scenes: acquiring customers, customer service and invoicing.
- Signed up and served more than 9 client companies.

Key Skills

Marketing Automation (Eloqua, Pardot, Hubspot) | CRM (Salesforce, Sugar, MS Dynamics)
SEO | SEM | split testing | display ads | retargeting | marketing ROI analytics | copywriting
Excel: pivots, macros + more | Google Analytics + others | SQL | Pentaho ETL | Tableau
Completing projects in matrix orgs | coaching | technology evaluation | CASL compliance
PHP | Javascript | HTML | CSS | Selenium | Wordpress | Git | DKIM + DMARC

Education

Bachelor of Business Administration | Schulich School of Business | York University 2008