

Erick Kristian

Strategic Marketing Director



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Los Angeles currently

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8117 Norton Ave
West Hollywood, CA
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Citizen of:
USA
Canada
European Union (Finland)



Over 10+ years expertise in developing strategic, tactical marketing and sales strategies aligned with long term growth, revenue and profitability goals.

Experiences

Marketing Director

BainUltra

Dec 2011 - Present
West Hollywood, CA

Reporting directly to the General Manager.

Responsibilities include:

- Leading and managing the marketing department and all related activities, with +10 direct reports, off-shore and cross-functional teams which saw an approximately 15% increase in ROI for the department during my term.
- Conceptualizing, designing, implementing and tracking multi-platform marketing campaigns across 360 marketing channels, which brought in over three million impressions per week and 30k warm uniques a month.
- Senior project manager in developing an iOS / Android / Web application for sales training and promotion, which grew adoption to over 50% of target demographics within the first year and resulted in a net increase in sales of 5-10% amongst users.
- Developing branding, social media and digital marketing strategies into a highly detailed multi-channel sales funnel, to increase 2% to 15% per funnel over three years.
- Develop retargeting program to increase customer retention over 6 years that saw an increase in secondary consumer spending by 10%.
- Created influencer networks by targeting key figures in industry for cross-promotion and strategic partnerships to a roster of 50 select figures that act as ambassadors in local markets.

Creative Director

Canopy Companies

Apr 2009 - Dec 2011
Toronto, Canada

- Developed digital marketing division (from scratch to 20% of company revenues) with a focus on:
 - + Paid multi-platform: CPC, CPM, CPI, CPA, CPL, email.
 - + Analytics and Reporting tools.
 - + Organic: Content Marketing, Social Media Marketing, Search Engine Optimization (SEO) & Search Engine Marketing (SEM).
- Created detailed pitch proposals, budgets and project plans for business development with prospective clients.
- Managed the creative process both internally and with clients from information gathering, brainstorming, strategy, conception, creation, implementation and monitoring.
- Led several teams and projects with short, medium, long term objectives.

Sales Manager

Kleenway Building Maintenance Services Inc.

Jun 2007 - Apr 2009
Toronto, Canada

- Managed local and remote (national) sales teams.
- Designed and implemented a strategic sales plan that resulted in 40% growth in new business.
- Developed an integrated reporting structure, CRM and funneling tool to help streamline the sales process.
- Worked directly with larger clients as an account manager.
- Assisted in business development.

Education

Schulich School of Business - York University

Business, Management, and Marketing

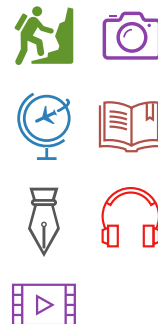
2004 - 2007

iBBA - International Business Degree Program.

Copenhagen Business School

International Business

Interests



Skills and Technical Abilities

- Adobe Creative Suite
- SEO & SEM
- User Experience
- User Interface Design
- Salesforce
- Project Management
- Amazon Web Services (AWS)
- Agile & Waterfall Methodologies
- Sketch
- Analytics & E-commerce

A detailed list of additional skills, projects, awards, courses & publications can all be found on my LinkedIn profile:
<https://www.linkedin.com/in/erick-k-ba5211143/>