

Craig Strachan

SENIOR MARKETING MANAGER | INTEGRATED GROWTH & BRAND STRATEGY

TEL (647) 924-6327

EMAIL craigdstrachan@gmail.com

WEB CraigDStrachan.com

LOC Greater Toronto Area, ON

PROFESSIONAL SUMMARY

Senior integrated marketer with 10+ years of experience leading strategy, teams, budgets, campaigns, creative, paid media, websites, content, CRM, analytics, and customer acquisition across agency and in-house environments. Has led teams of up to 10, managed multi-brand portfolios, overseen multiple Google and Meta campaigns above \$50,000 per month, and delivered measurable gains in lead volume, conversions, and acquisition efficiency.

PROFESSIONAL EXPERIENCE

COMMUNITAS AGENCY | *Marketing Manager*

2022 - Present

- Lead integrated marketing strategy and execution spanning paid media, SEO, websites, CRM, email, social, content, creative, analytics, and CRO.
- Lead and coordinate multidisciplinary teams and partners of up to 10 across strategy, paid media, creative, development, content, design, and integrations.
- Manage multiple Google and Meta campaigns exceeding \$50,000 per month and seven-figure annual paid-media portfolios.
- Advise founders, executives, and business owners on growth priorities, budget allocation, performance, positioning, lead quality, and marketing roadmaps.
- Build reporting and measurement frameworks that connect marketing activity to leads, conversion quality, and business outcomes.

LIBERTY GRAND / LIBERTY ENTERTAINMENT GROUP | *Marketing Manager*

2021

- Led integrated marketing across a premium multi-brand hospitality, restaurant, entertainment, and events portfolio.
- Increased paid-media conversions 125% month over month while reducing cost per lead 55%.
- Directed paid media, social, email, websites, events, partnerships, creative production, photography, video, and promotions.
- Partnered across leadership, sales, operations, events, creative, and vendors to support bookings and revenue.

CRAVE IT RESTAURANTS | *Marketing & Social Media Manager*

2019 - 2021

- Managed digital marketing, social, advertising, content, promotions, influencer initiatives, community engagement, and creative production for restaurant brands.
- Produced television and social commercials, photography, video, menus, promotions, and integrated campaign assets.
- Wrote campaign copy, promotional messaging, social content, and community responses while developing influencer-marketing initiatives and supporting PR and reputation management.
- Created menus, seasonal promotions, in-store marketing materials, email promotions, and integrated digital campaigns.

ROGERS BROADCASTING | *National Imaging Editor*

2018 - 2019

- Produced national commercial, promotional, digital, and broadcast content for Rogers media brands including CHFI, KiSS, Sportsnet, and 680 NEWS.
- Created a dedicated Sportsnet broadcast special for Scott Metcalfe.
- Collaborated with producers, talent, marketing teams, and internal stakeholders in a high-volume, deadline-driven media environment.

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IDEAS
AUDIENCES
BRANDS
GROWTH

CORE EXPERTISE

- 1 Marketing Leadership
- 2 Integrated Strategy
- 3 Team Leadership
- 4 Budget Management
- 5 Growth Marketing
- 6 Brand Strategy
- 7 Paid Media
- 8 CRM
- 9 Content
- 10 Web Strategy
- 11 Analytics
- 12 Cross-Functional Leadership
- 13 Executive Communication
- 14 Customer Acquisition
- 15 Marketing Operations

SELECTED PERFORMANCE HIGHLIGHTS

\$50K+

Managed multiple Google and Meta campaigns per month.

\$1M+

Managed paid-media portfolios representing more than \$1M annually.

54%

Increased lead volume with 27% lower CPL within three months.

125%

Increased conversions while reducing CPL 55%.

10

Led multidisciplinary teams of up to 10.

SELECTED BRAND & PROJECT EXPERIENCE

Mandarin Restaurant | Gino's Pizza | Blondies Pizza | GTA & Company | DaNico | Blue Bovine | Lou's Kitchen | Liberty Grand | Rogers Broadcasting | CHFI | KiSS | Sportsnet | 680 NEWS

INDUSTRY EXPERIENCE

Performance Marketing | Marketing Agencies | Hospitality | Restaurants | Food & Beverage | Events | Media | Multi-Location Businesses | Home Services | Local Services | Consumer Brands | Real Estate Marketing | E-commerce | Professional Services

TECHNOLOGY & PLATFORMS

Google Ads | Meta Ads Manager | Microsoft Ads | GA4 | Google Search Console | Looker Studio | SEMrush | CallRail | HubSpot | Zoho CRM | GoHighLevel | Mailchimp | Klaviyo | WordPress | Webflow | Shopify | Instapage | Adobe Photoshop | Adobe Premiere Pro | Adobe After Effects | DaVinci Resolve | Canva | Figma

EDUCATION

GEORGE BROWN COLLEGE | Graphic Design Diploma | 2003 - 2005 | Toronto, Ontario