

ALLISTER STUCKLESS

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Profile

A senior marketing professional with expertise in developing and executing marketing campaigns with a focus on the custom experience. Understanding senior management objectives, developing actionable goals and execution plans.

- Customer Experience
- Go-to-Market (GTM) Strategy
- Lead Generation
- Customer Acquisition and Retention
- Brand Management

Accomplishments

- Developed SEO tactics to increase website traffic by 90%
- Managed corporate website re-design project and saved \$30,000
- Increased organic search engine traffic by 25% with SEO
- Increased website traffic by 6% via social media
- Improved email and landing page response rates 60% with A/B testing
- Developed digital campaigns that drove 9% increase to in-store sales
- Managed a successful Groupon deal and increased the database by 5000 contacts
- Delivered 30% increase in 'like' acquisition on Facebook page - fastest growth rate to date
- Increased Twitter followers by 100% in 6 months
- The brainchild behind a feature on a mobile app which has generated AUM 10+ times greater than the initial investment

Experience

Sun Life, Toronto (Insurance, Workplace Benefits)

Senior Specialist, Digital Marketing & Communications (2013 – Present)

Accountable for driving projects and operational tasks through a matrixed organization. Develop channels and strategies to engage customers. Responsible for the customer experience on owned Sun Life sites. Execute strategies that encourage customers to contribute to their retirement savings.

- Develop and maintain operational processes to meet internal efficiency goals
- Develop KPIs and report on effectiveness of communication channels (email, owned sites, secure sites)
- Manage the team's operational tasks and ensure alignment with requirements
- Establish accessibility compliance with AODA and WCAG guidelines
- Ensure email marketing metric goals are accomplished and issues are addressed
- Contribute to the business needs for the launch the company's first Android app

Miller Thomson, Toronto (Law Firm)

Social Media/Online Marketing Manager (2010 – 2013)

Reporting to the CMO, led all digital marketing strategies. Develop and execute GTM strategies to increase brand awareness and generate sales leads.

- Launch of a new brand - oversaw the launch of the firm's new digital landscape including website, social media, email marketing, advertising, and overall strategy
- Advised and mentored lawyers and their practice groups on social media strategies
- Managed operational tasks for marketing specialists and teams across 11 offices
- Project managed implementation of email marketing tool
- Increased Twitter followers by 100% in 6 months
- Speaker at CPD seminars and practice group presentations
- Created detailed business cases and RFQs for SEO and email marketing services

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Yogen Fruz, Markham (QSR Frozen Yogurt Chain)

Online Marketing Manager (2009 – 2010)

Reporting to the President, developed Canadian and US strategy for online and in-store marketing promotions.

- Delivered marketing strategy and campaigns to franchisees across multiple countries including USA, Mexico, Brazil, Colombia, Australia, and UAE
- Delivered 30% increase in 'like' acquisition on Facebook page - fastest growth rate to date
- Increased Google search rankings with localization and long tail keyword content marketing
- Launched new online channels to increase brand presence and convert online interactions to in-store sales
- Led talks between internal stakeholders, external vendors and franchisees to ensure corporate brand standards are met
- Developed SEO tactics to increase website traffic by 90%

Angoss, Toronto (Data Mining and Analytics Software)

Product Marketing Specialist (2008 – 2009)

Perform market analysis to gain insights into market needs and enhance product features. Develop clear GTM strategy to optimize the sales funnel.

- Implement improvements by performing market analysis and generating product performance reports
- Conduct win/loss calls and perform analysis to gain insights into sales improvements
- Identified trends in data and adjusted campaign to increase performance

Online Marketing Specialist (2007 – 2008)

Generated sales leads from integrated email campaigns, online ads, web forms, webinars, SEO and social media strategies.

- Increased website traffic by 6% via social media
- Managed corporate website redesign project, saving the company \$30,000
- Launched social media with blogs, Twitter, YouTube, and LinkedIn
- Increased organic search engine traffic by 25% with SEO

Tools/Skills

Google Analytics • Webtrends • Adobe Analytics
AEM • WEM/Vignette • ModX • Wordpress • Sharepoint
Google Ads • Bing Search Ads • Facebook Ads
Eloqua • Salesforce.com • InterAction • Messagepoint
JIRA • Wrike
PHP • ASP • Javascript • HTML • CSS

Education

Introduction to the AEM Platform – Adobe (2020)
Interactive Prototyping with Axure – Ptype Academy (2018)
Communicate with Impact – Wavelength (2017)
Microsoft Excel Advanced – TrainCanada (2016)
Digital Marketing Management – University of Toronto (2016)
Effective Product Marketing – Pragmatic Marketing (2009)
E-Marketing – Canadian Marketing Association (2005)
Integrating People & Tools with Processes – Pink Elephant (2004)
IT Service Management Essentials (ITIL) – Loyalist College (2003)
Systems Analysis – Sheridan College (2003)