

# MANDI GOULD

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## Profile Summary

Visionary and high-performing marketing leader with extensive experience directing omni-channel marketing, campaign, and event strategies to improve visibility of a diverse array of brands. Recognized as a hands-on leader with a creative acumen, adept at promoting business growth through an empowering approach to campaign development and strategic marketing toward consistently high-impact business results. Equipped with the expertise to manage roadmaps aligned with creative vision across multiple marketing channels.

## CORE SKILLS & COMPETENCIES

- Omni-Channel Strategy
- Marketing Management
- Strategic Leadership
- Cross-Functional Collaboration
- Relationship Management
- Brand Management & Development
- Content Development
- Entrepreneurship
- Creative Alignment

## AREAS OF EXPERTISE

- **Marketing Management:** Excel in building and driving high-impact and brand-aligned digital marketing campaigns from inception through to delivery. Streamline and optimize marketing strategy for best results in profitability, efficiency, and cost-effectiveness.
- **Diverse Portfolio:** Retain a broad and versatile perspective in marketing after 20+ years of experience executing marketing strategies for a multitude of brands from different fields including the arts, corporate institutions, and non-profits such as e-commerce, software as a service, and event promotions, among others.
- **Omni Channel Strategy:** Collaborate and strategize with other marketing channels as a subject matter expert and manager for digital marketing, ensuring collective momentum and creative alignment. Serve as leader among other channels in marketing delivery, by virtue of extensive experience and broad perspective.
- **Entrepreneurship:** Demonstrate strength as a self-starter partnered with strong business acumen to establish and run own full-cycle agency offering marketing services for diverse array of clients, coupled with freelancing commitments and independent marketing projects.
- **Project Management:** Manage and mobilize client-side and agency-side stakeholders to drive mission-critical progress behind marketing, experiential event planning, and other key project priorities
- **Leadership:** Uphold oversight of direct reports and subcontractors, directing multidisciplinary teams to accomplish critical aspects of marketing management. Oversee as many as 8 subcontractors at once, as well as other direct subordinates including coordinators, designers, copywriters, and other creative stakeholders.
- **Relationship Management:** Guide clients through a consultative journey to ensure their brand and marketing goals are brought to life through powerful campaigns and vision-aligned initiatives.
- **Analytical Decision Making:** Consistently leverage analytics and in-depth marketing research knowledge to maximize the impact of social media and other digital marketing channels. Utilize measurable metrics to execute and course-correct performance of carried out marketing campaigns.
- **Cultural Impact:** Committed to succeed in marketing without compromise to the business pace and alignment. Champion the creation of a powerful culture, emphasizing momentum, excellence, quality, and the needs of the brand.
- **Global Perspective:** Leverage experience working across multiple cultures and geographies, as well as coordinating multi-language campaigns for global brands.
- **Content Development & Management:** Demonstrate a high level of creativity to develop compelling collateral including logos, visuals, messaging, content marketing, and other assets within brand guidelines.
- **Brand Management:** Support emerging brands, guiding senior executives in planning and driving the buildout of their practice to further leverage brand visibility and marketing success.
- **Continuous Learning:** Invest time and resources into staying current as a marketer, in tune with cutting-edge tools and methodologies while adapting to the unique qualities of different brands.
- **Time Management:** Exhibit adept ability as organized administrator, capable of employing effective task prioritization to manage daily workload volume with time-sensitive turnaround, successfully completing all deliverables before the target deadlines.

## CAREER HIGHLIGHTS

- ✓ Notably led the Barker Social Marketing team to establish the digital marketing department of *Unique in the Creek*, which took the niche craft supply industry by storm. Coordinated the campaign which generated a total of \$93K+ sales within one day, while continuously helping the brand increase sales from \$570K in 2020 to over \$2M+ in 2021.
- ✓ Served as Marketing Director and overall Event Organizer for *Frankie100*, known as the biggest swing dance event in the world that took place in New York City. Oversaw a total budget of \$800K USD for the 5-day event, successfully accommodating 2000+ attendees.
- ✓ Managed the global digital marketing campaign for an international organization named *Asgardia the Space Nation* from 2017 to 2019, helping the brand achieve growth and bring their marketing fully in-house in Vienna, Austria. Successfully executed the campaign which resulted in over 1M registered website followers.

## PROFESSIONAL EXPERIENCE

### Account Manager & Digital Marketing Specialist | *Dog and Pony Studios*

Oct. 2021 – Present

Serve in a strategic marketing role with this boutique marketing firm to actively support the needs of two high-value accounts with campaigns underway, with clients including aerospace company *AirStart*, and a private hospital in the Cayman's Islands named *Doctors Hospital*. Notably collaborated with the Chief Operations Officer in company-wide docket lifecycle review and management.

### CEO & Marketing Director | *Barker Social Marketing*

2016 – Sep. 2021

Successfully built and grew a highly reputable and successful marketing firm, with notable engagements including:

- ✓ Marketing Director for *Ahoy Vintage Cruises* (Jan 2021 - Sep 2021)
- ✓ Marketing Director for *Roaring Twenties Events* (Jan 2019 - Mar 2020)
- ✓ Marketing Director for *Swedes in New York City* including a panel at Lincoln Center (May 2019)
- ✓ Producer for a special event and performance at the private Rockefeller Estate in Tarrytown, NY (April 2016)

### Member of the Board of Advisors | *Frankie Manning Foundation*

2011 – 2020

Contributed to achieving the vision of this non-profit, 501(c)(3) charity organization in the United States, serving as a Board-level supporter to advise on initiatives and campaigns to successfully accomplish its overall mission.

### Freelance Marketing

2014 – 2016

Completed various independent contracts and freelance marketing engagements including:

- ✓ Promoter for the *Niagara VegFest* (2014 - 2016)
- ✓ Promoter for the *Niagara Jazz Festival* (2014 - 2015)
- ✓ Marketing Director & Producer for the performance *Swingin' Frankie's Way* at Harlem's World-Famous Apollo Theater in New York City (May 2014)
- ✓ Marketing Director & Overall Event Organizer for *Frankie100*

### Marketing Director & CEO | *Bees' Knees Dance*

1999 – 2014

Founded and ran Toronto's leading swing dance studio, with complete ownership of all programming, financial aspects, and business-critical priorities to effectively operate the studio.

## EARLIER NOTEWORTHY EXPERIENCE

### Marketing Director | *Health Hut*

2010 – 2012

### Marketing Director | *Rawstock Niagara*

2011, 2012

### Project Coordinator to the Country Leader of Canada | *Futurestep (A Korn Ferry Company)*

2005 – 2009

### Branch Manager | *Quantum Management Services*

2004 – 2005

### Promoter & Administrator | *Herräng Dance Camp*

2003 – 2004

### Promoter & Tour Organizer | *Harlem Hot Shots*

2002, 2003