

CLIFF LIN

(778) 855-5823 • clifflin3@gmail.com • ca.linkedin.com/in/clifflin

SUMMARY

Tenured Marketing Director and MBA graduate with 15 years of diverse experience, including 8 years focused on Software-as-a-Service (SaaS). Proven expertise in driving business growth through digital innovation and data-driven strategies. Dedicated to fostering collaborative environments, optimizing operations, and strengthening brand presence in competitive markets. A strategic thinker with a track record of delivering sustained business growth and enhancing client relationships.

TECHNICAL SKILLS

Marketing Analytics: Google Analytics 4 (GA4), Google Search Console, Adobe Analytics, Kissmetrics

Business Intelligence & Data Visualization: Tableau, Power BI, Looker Studio

Advertising Platforms: Google, Meta, LinkedIn, Amazon, Bing

Marketing Automation: Marketo, Eloqua, Pardot, Hubspot, Braze, Active Campaign, Klaviyo

Ecommerce & Content Management: Shopify, WooCommerce, BigCommerce, Wix, WordPress, Uberflip

Search Engine Optimization (SEO): SEMrush, Ahrefs, Moz, Screaming Frog, Yoast SEO

Conversion Rate Optimization (CRO): VWO, Optimizely, Hotjar, Crazy Egg, Unbounce

Social Media & Reputation Management: Hootsuite, Sprout Social, Brandwatch

Customer Relationship Management (CRM): Salesforce, Dynamics 365, Hubspot

Account-Based Marketing(ABM): 6sense, Demandbase

EXPERIENCE

GetGoing

Langley, Canada

Marketing Director

Aug 2024 – Present

- Spearhead the implementation of a phone verification process to enhance lead quality, achieving a 34% increase in dealer satisfaction and a 20% boost in customer retention by delivering consistently high-quality leads
- Led and mentored a cross-functional marketing and sales team, setting clear objectives and strategic direction, fostering collaboration, and driving high sales growth and marketing efficiency
- Manage an annual marketing budget of over \$3 million, strategically allocating resources to maximize ROI across digital, programmatic, and traditional channels, driving high-impact campaigns and consistent revenue growth
- Utilize VWO and Hotjar for split-testing initiatives, refining customer journeys and increasing conversion rates by 18% through data-backed enhancements

WINK Technologies

Montreal, Canada

Marketing Director

Jan 2022 – Jul 2024

- Led strategic initiatives to seek partnerships and co-branding opportunities, enhance product offerings through analytics, create new pricing structures, and improve event planning, resulting in a 21% market share growth through innovative digital marketing
- Cultivated collaborative synergy by developing balanced scoreboards, implementing a customer service index, and tracking all consumer touchpoints, resulting in a 25% increase in client retention
- Drove a 40% increase in brand visibility through successful rebranding efforts, including updated colors, enhanced online presence, strategic realignment, and improved service packages
- Developed comprehensive go-to-market strategies, optimizing segmentation and promotional campaigns

Transoft Solutions

Vancouver, Canada

Digital Marketing Manager

Nov 2016 – Jun 2020

- Directed digital marketing team and external agencies, consistently meeting monthly sales targets and elevating inbound/outbound leads by 5%-10% quarterly
- Oversaw website redevelopment to optimize user experience to reduce conversion complexity, create more mobile-friendly and responsive design, easier navigation, increase accessibility and Search Engine Optimization (SEO), driving a 45% surge in web traffic
- Orchestrated a collaborative endeavor integrating Account-Based Marketing (ABM) with traditional inbound tactics, yielding a 70% boost in targeted account engagement

- Formulated and executed comprehensive digital brand marketing and advertising campaigns by redesigning referral programs, retargeting, creating social capital, partnership with industry experts, significantly augmenting positive social sentiment

The Jim Pattison Auto Group
Marketing Specialist

Surrey, Canada
May 2013 – Nov 2016

- Conducted A/B testing of landing page elements, elevating conversion rates from 6% to 15% through meticulous metric analysis
- Formulated and implemented social media strategies utilizing reputation management tools like Hootsuite and Sprout Social, amplifying brand awareness and search volume by 5-30% across dealership channels
- Conducted an in-depth study on pay-per-click (PPC) cost optimization, resulting in a reduction of cost per acquisition (CPA) from \$42 to \$23 per transaction
- Orchestrated promotional events, resulting in a 40% surge in customer foot traffic during designated periods

Automax Styling
Marketing Coordinator

Vancouver, Canada
May 2010 – Apr 2013

- Increased company organic traffic by over 50% through SEO tactics, including social signal enhancement and on-site optimization
- Established an affiliate marketing system through Commission Junction, resulting in a consistent monthly revenue increase of 5%-8%
- Created diverse promotional materials, encompassing videos, mailers, and digital content, significantly boosting campaign awareness

EDUCATION

McGill University
Master of Business Administration (MBA), Marketing

Montreal, Canada
Aug 2020 – Nov 2022

Simon Fraser University
Bachelor of Business Administration (BBA), Marketing

Burnaby, Canada
Sep 2006 – Jun 2011

PROFESSIONAL CERTIFICATIONS

Canadian Marketing Association
Chartered Marketer (CM)

Toronto, Canada
Sep 2021 – Present

American Marketing Association
Professional Certified Marketer® (PCM)

Chicago, United States
Dec 2023 – Present