

CLIFF LIN

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SUMMARY

Marketing leader with 16 years of experience, including 10 years in tech and 8 years in B2B SaaS. Reports directly to the CEO with full accountability for pipeline, customer acquisition cost, and ROI. Previously a fractional Chief Marketing Officer (CMO), building and leading client marketing teams. Pairs go-to-market and brand strategy with hands-on expertise in attribution, A/B testing, and AI-driven marketing operations. McGill MBA and Chartered Marketer (CM).

TECHNICAL SKILLS

AI & Automation: ChatGPT, Claude, Gemini, Microsoft Copilot, Zapier

Analytics & BI: Google Analytics 4 (GA4), Adobe Analytics, Looker Studio, Tableau, Power BI

Advertising: Google Ads, Meta, LinkedIn, TikTok, Amazon Ads, Microsoft Advertising

Marketing Automation: HubSpot, Marketo, Salesforce Marketing Cloud, Klaviyo

CRM & ABM: Salesforce, HubSpot, Dynamics 365, 6sense, Demandbase, ZoomInfo, Clay

SEO & AI Search: Semrush, Ahrefs, Screaming Frog, Google Search Console, Generative Engine Optimization (GEO)

CRO & Experimentation: Optimizely, VWO, Hotjar

Web, Ecommerce & Social: WordPress, Webflow, Shopify, Sprout Social, Hootsuite, Brandwatch

EXPERIENCE

Superion Inc.

Surrey, Canada

Marketing Director

Sep 2025 – Present

- Report directly to the CEO and own all of marketing, including demand generation, tracking, and A/B testing, with accountability for the budget, pipeline, customer acquisition cost (CAC), and ROI
- Direct all marketing agencies and contractors, setting scope, deliverables, and performance targets
- Launched a customer referral program, events, and onboarding sessions and grew positive online reviews by 78%, strengthening social proof and engagement across the funnel
- Implemented email marketing automation for lead nurturing and set up conversion tracking and an attribution model, giving leadership full-funnel visibility into channel performance and ROI
- Integrated AI into content production, campaign execution, and reporting workflows, automating manual tasks and accelerating campaign speed to market

Brand Doctor

Vancouver, Canada

Principal Marketing Consultant

Apr 2024 – Sep 2025

- Served as fractional Chief Marketing Officer (CMO) for client companies, owning brand positioning, go-to-market strategy, and marketing execution while reporting directly to founders and leadership teams
- Oversaw client marketing teams of 3 to 7 people, designing team structures and leading hiring
- Implemented an AI lead verification process and landing page conversion improvements for an automotive marketplace client, raising lead quality and lifting dealer satisfaction by 34%
- Directed \$5M in combined client spend across digital, programmatic, and traditional media

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 scorecards, 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
Digital Marketing Manager

Vancouver, Canada
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
- Redesigned the referral program, launched retargeting campaigns, and partnered with industry experts, raising positive brand sentiment on social channels

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
- 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
- Planned and ran promotional events that brought more customers into the dealerships

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)

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