

Zachary Gajdel

Marketing Professional

ABOUT ME

Self-professed Toronto Raptors fan and strategic storyteller with 8 years of industry experience. Armed with a professional background in media, marketing, sales and consumer/corporate relationship management, my objective is to enable and craft stories that will impact, engage and deliver measurable growth for innovative brands. My experience (and love for the Raptors) has taught me that you have to play to and for your audience. You have to anticipate where the ball is going instead of where it currently is, and you have to understand the competition. I seek to bring that understanding and high-impact execution to the role I play next and support a team that is collaborative, fast-paced and ready for a challenge.

WORK EXPERIENCES

TEAM LEAD, CAMPAIGN & CREATIVE MANAGER (CCM)

2021-Present

AMAZON ADS CANADA

- Leading 10 fellow CCMs and managing 14 different high-spend CPG advertisers representing \$5MM+ in 2022-23 ad revenue, I provided the creative strategy, execution and optimizations through data analysis for 75 campaigns while securing an additional \$115,150 in ad product upsells contributing to the overall revenue growth of my accounts.
- As the global Prime Day Events Lead, I oversaw a team of 9 Prime Day program experts to drive execution within each of their scoped roles, delivering end-to-end campaign setup training and implementing a new worldwide ad launch verification process that helped reduce CCM execution participation by 61% and eliminated the cost of 2 full-time CCMs while maintaining ad CX and Amazon's high advertiser support bar.

ACCOUNT EXECUTIVE

2019-2021

OLIVER AGENCY – MANULIFE CANADA

- In order to grow the revenue of underperforming products across both Insurance and Investment divisions, I lead a team of 4 account managers to strategize and manage various integrated marketing campaigns targeted at new and existing customers that resulted in increased annual revenue of over 20%.
- Working closely with the Insurance team to launch a new customer incentive program called Manulife Vitality, I created and enforced SOWs, MSAs and workback schedules while managing a \$1M+ production budget, to deliver on-brief materials within projected deadlines.

ACCOUNT MANAGER

2017-2019

PINK ELEPHANT MARKETING

- Given various clients' stagnant sales pipelines, I forged new customer relationships and fostered existing ones on our clients' behalf through tailored phone, email, Facebook & LinkedIn campaigns to help generate 1000+ leads and increased collective YOY revenue by \$100K.
- Onboarded new client accounts and executed campaigns while analyzing marketing metrics and KPIs to assess success of marketing initiatives and adjusted strategies accordingly which optimized ROI for clients' campaign spend.

EDUCATION

HONOURS BACHELOR OF BUSINESS ADMINISTRATION (CO-OP & MARKETING)

2011-2015

WILFRID LAURIER UNIVERSITY

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