

LINDA ESTEP

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SUMMARY

Results-oriented digital marketing leader with 15 years of expertise developing and managing end-to-end campaigns. Adept at blending creativity with analytics to boost engagement, increase conversions, and deliver consistent ROI across diverse industries.

WORK EXPERIENCE

Marketing Contract Worker, Self Employed, Remote/Greater Toronto Area

2011 - Present

- Spearheaded digital marketing strategies for non-profits, athletes, and sports leagues, leveraging market insights and brand development to boost online presence and drive 25%+ average increases in engagement across platforms.

Marketing Director, Evergreen Pacific, Toronto, ON

April 2018 – March 2020

- Launched startup with 150%+ KPI growth, exceeding goals for traffic, email acquisition, social media engagement, and sales within the first year.
- Directed \$20k+ per month in multi-channel campaigns (SEO, PPC, content, social media, influencer outreach), driving measurable ROI and brand awareness.
- Redesigned and managed WordPress websites, improving conversion rates by 100% and boosting customer retention.
- Implemented business to business and business to consumer strategies across clinic networks, increasing patient engagement by 220% and strengthening partner relationships.
- Optimized marketing performance through analytics, cutting acquisition costs by 20% while aligning cross-team insights with company goals.

Senior Manager, Digital Marketing WSI, Markham, ON

June 2017 – March 2018

- Drove growth by managing SEO, SEM, content, email marketing, and social media campaigns — resulting in a +65% increase in agency clients website traffic and a 40% boost in conversions within 12 months.
- Executed e-commerce strategies and content calendars that improved customer engagement for agency clients, increasing email open rates by 25% and supporting a 30% year over year sales lift.
- Conducted competitive and market research to identify product opportunities and optimize pricing, which contributed to a 15% increase in profitability.

- Improved ROI by tracking website, campaign, and conversion performance, leveraging analytics to refine strategies — driving a 20% decrease in customer acquisition cost (CAC).
- Managed budgets exceeding \$500K annually, led cross-functional project teams, and trained 50+ clients on digital marketing tools, achieving 95% on-time campaign delivery and higher client adoption rates.

Manager, Web Development and Digital Integrations Canadian Institute, Toronto, ON

June 2016 – June 2017

- Launched new e-commerce websites in 3 countries, implementing SEO, SEM, and social media strategies that boosted web traffic by 45% and online sales and registrations by 30% within the first year.
- Conducted competitive industry and registration analysis, identifying trends and opportunities that drove 3 successful product launches and increased market share by 9%.
- Designed and executed SEO/SEM campaigns that secured top-3 Google rankings for 10+ keywords, resulting in a 60% increase in organic leads.
- Led website performance reporting and analytics initiatives, training international staff on Google Analytics and digital tools, which improved campaign reporting accuracy by 35%.
- Partnered with marketing and creative teams to transform content into web-ready assets aligned with brand strategy, increasing customer engagement by 25% and lowering bounce rates by 15%.

Manager, Digital Marketing & Communications Digitcom, Toronto, ON

August 2015 – June 2016

- Drove digital marketing and e-commerce growth by leading SEO/SEM, PPC, email, social media, and e-commerce strategies, increasing online sales by 35% and web traffic by 40%.
- Managed web and content operations across company sites, including coding, updates, analytics, and reporting, improving conversion rates by 25% and securing top search rankings.
- Executed competitive analysis and product opportunity assessments, optimizing pricing and campaigns that boosted revenue by 15% YOY and customer retention by 20%.
- Directed creative production and cross-regional teams, overseeing marketing assets (videos, photos, campaigns) delivered on time and aligned with brand strategy.

Digital Marketing Specialist, Foresters Financial and Insurance

June 2013 – June 2015

- Led full-cycle digital marketing campaigns across SEO, PPC, social media, email, and content platforms, driving a 35% increase in qualified leads and a 20% lift in conversions.
- Researched competitors and market trends to identify opportunities for conferences and locations, contributing to 3 successful product launches and a 15% revenue boost.

- Optimized websites, databases, and customer segmentation, improving email open rates by 25% and reducing bounce rates by 18%.
- Executed marketing strategies for enterprise and non-profit organizations, expanding audience reach by 36% and strengthening brand visibility across multiple sectors.
- Reported and analyzed campaign performance to drive continuous improvement, resulting in a 30% improvement in ROI across digital channels.

Digital Marketing Specialist Canadian Football League, Toronto, ON

July 2010 - July 2013

- Scaled league-wide fan marketing, expanding the CFL email database by 750% (14K → 120K+), directly contributing to double-digit growth in ticket and merchandise sales.
- Directed integrated digital strategy across email, social, and web, strengthening brand presence.
- Championed data-driven decision making by creating fan analytics frameworks that uncovered key value drivers, increasing e-marketing ticket and merchandise sales efficiency by 20–30%.

Skills

- Web coding skills including HTML, CSS, JavaScript, and PHP.
- Design and development of WordPress.
- Graphic design software including Adobe Suite, Procreate, CorelDraw, and Canva.
- Workplace tools including Figma, Slack, Mural, Miro, FlowMapp Trello, Notion, and Asana.
- Social media applications Buffer, Hootsuite, Sprout, and Later.
- CRM's including HubSpot, SalesForce, and Zoho.
- Google tools: Analytics, Ads, Keyword Planner, Search Console, AdSense, Business Profile, GA Tools, and Forms.