



JORDAN MARKOWSKI

Integrated Brand Strategist

ABOUT

I've built my career at the crossroads where strategy, creativity and data meet. From sport to CPG, finance to hospitality... I've been helping bold brands in every category tell stories worthy of being told on the channels where people live, work and play.

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RECENT AWARDS

2023 Effies: GOLD

Fairmont / ACCOR 'Beyond Limits'

A money-can't-buy series of luxury travel experiences at resorts all across North America

2023 Effies: BRONZE

TD Investor Confidence Advice Program

Personalized digital marketing campaign leveraging thousands of assets across channels.

2021 IABC Ovation: Award of Excellence

AXE (Unilever) 'Project Wild'

13+ of Canada's top gamers participating in the world's first live streamed IRL battle royale.

SKILLS

BRAND STRATEGY	PUBLIC RELATIONS
INFLUENCER	CRM
SOCIAL MEDIA	CHANNEL PLANNING

WORK EXPERIENCE

VICE PRESIDENT, MARKETING

JULY 2024 - CURRENT

RockWallet (Remote)

I was brought to RockWallet to dramatically transform the organization's brand, reputation, userbase, marketing team and revenue -- and within months the results were dramatic.

In my first year alone, through a full-court offensive of Social, Influencer, Web, Email (CRM) and in-app marketing RockWallet has seen significant turnaround in its total revenue, active customers, new customers / month, retention, ROAS (return on ad spend) while also enjoying zero turnover on its rapidly growing marketing team.

Top Accomplishments:

- Hired, trained and onboarded a team of 7 interdisciplinary experts (Affiliate, Social/Influencer, Content, Web & Email/CRM) -- all of whom remain active,
- Doubled new customer acquisition (to 6,000+ within 3 months)
- Monthly revenue has increased by more than 2x YOY
- Monthly active users (app) have increased 3x YOY
- Overhauled RockWallet's Social, CRM, Affiliate, Content and App Communication strategies from top to bottom
- Delivered comprehensive, bi-weekly reports on key marketing initiatives, performance indicators and revenue impacts to the Board of Directors

SENIOR VICE PRESIDENT, DIGITAL,

APR 2021 - Oct 2023

DIAMOND MARKETING GROUP (Toronto)

Initially hired as Diamond's VP of Digital I built the agency's digital offering from 1 team member to 13+ within a year. Bringing social, influencer, CRM, SEO, web and digital strategy talent into the agency under a single, powerful and cohesive team. The following year (2022), I was promoted to SVP, Integrated Strategy to help better integrate all of Diamond's 'Center of Excellences' (sponsorship, content, XM & Digital).

Top Accomplishments:

- Led the successful new business efforts to secure Pizza Hut, Toronto Zoo and Molson (Hop Valley Brewing Co.) as new clients to the agency
- Hired and led more than 12 digital experts of all levels, building the growing offering into a high-morale team with an agency-leading NPS score
- Led brand strategy for Pizza Hut, TD (ICAP 2023) and Hop Valley Brewing Co. (Molson) while leading channel strategy for all Diamond clients
- Played a key role in the successful new business pitch for Fairmont (ACCOR), and the resulting award-winning ['Beyond Limits' campaign](#)



JORDAN MARKOWSKI

I n t e g r a t e d B r a n d S t r a t e g i s t

VP, DIGITAL

2019-2021

Edelman

I built and led the 7 person brand digital team for the Toronto Maple Leafs. A team of Digital Producers/Developers, Community Managers and database marketing specialists. A team that activated and built the Leafs brand across web, social, mobile and email while also producing and publishing over 300 pieces of content every month to a relentlessly engaged audience of millions.).

Top Accomplishments:

- Led the successful new business efforts to win significant new mandates from Proactiv, Skittles (Pride), Nissan (Rogue 2020) and Taco Bell
- Played a key role in other major new/organic business wins including Bubly, Blackrock & HP (Omen).
- Was the strategic lead and campaign architect for AXE Project Wild: an unprecedented and award-winning gaming campaign ([read more](#))
- Rebuilt Edelman Canada's influencer team from the ground up, delivering a wholesale turnaround of its productivity, utilization, revenue and profitability
- Helped bring some of the agency's most celebrated work to life, including [Skittles 'Hall of Rainbows'](#) and [The Toker' for the Lung Health Foundation](#)

DIGITAL BRAND MANAGER (TORONTO MAPLE LEAFS)

2016-2018

Maple Leaf Sports & Entertainment

I built and led the 7 person brand digital team for the Toronto Maple Leafs. A team of Digital Producers/Developers, Community Managers and database marketing specialists. A team that activated and built the Leafs brand across web, social, mobile and email while also producing and publishing over 300 pieces of content every month to a relentlessly engaged audience of millions.).

Top Accomplishments:

- Led a complete overhaul of the Leafs' digital and social strategies, including how content was devised, produced and scheduled across all channels (web, mobile app, CRM, social etc.)
- Devised, sold-in and led the creation of a membership-driven, premium SVOD (streaming video on demand) platform called Leafs Nation Network that generated tens of thousands of membership sign ups (and hundreds of thousands of views)
- Launched a new membership content and experiences portal (Leafs Nation Network) and built a robust and steady stream of exclusive perks, content, benefits and contests to drive hundreds of thousands of sign ups (and monthly active users)

Other Key Projects: Maple Leafs '[Stand Witness](#)' and '[The Next Century Game](#)'

DIGITAL BRAND & COMMS MANAGER

2014-2016

Nike (Canada)

Led social and membership strategy for Nike Canada with a specific focus on the basketball and football (soccer) categories)

Key Projects: Nike '[Better For It](#)' Hyper-Local OOH, 2015 WWC in Vancouver, [2016 NBA All Star Weekend](#), and [2016 Nike Crown League](#)

2013-2014

DIGITAL STRATEGIST

Anomaly (Toronto)

I was Anomaly Toronto's first Digital Strategist and oversaw integrated strategy for its key clients including: Budweiser & Bud Light.

Key Projects: [Budweiser 'Red Zeppelin'](#), [Bud Light 'Living Line App'](#)

CONTENT & COMMUNITY MANAGER

2012-2013

DX3 CANADA & ANDROIDTO

From building the Dx3 Digest from scratch into a seismic digital publication to designing and executing all digital and social media marketing efforts (programmatic etc.), I wore the mantle of being the digital voice of Hut 2 Hut's biggest shows and conferences.