



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

SENIOR VICE PRESIDENT, STRATEGY

Mar 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

Key Clients: TD, Pizza Hut, Fairmont (ACCOR), Tim Hortons, Pizza Hut, TheScoreBet

VICE PRESIDENT, DIGITAL

Apr 2019 - Mar 2022

Edelman (Toronto)

I built a 10+ person digital team for Edelman in Toronto, including community managers, social strategists, digital project managers & influencer marketing experts. My team led the charge on a dramatic increase in net new, and organic, business growth for the agency - including significant increases in integrated marketing mandates for AXE Canada (Unilever), Knorr (Unilever), Goodlife Fitness & Taco Bell.

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](#)

Key Clients: Unilever (Axe, Dove, Hellmann's, Knorr), Taco Bell, Nissan, Blackrock, KFC, Business Development Bank of Canada, Bubly, Mars (Skittles), Proactiv



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WORK EXPERIENCE (CONT'D)

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)

Top Accomplishments:

- Led social for Canada including owning the selection, onboarding and day-to-day management of our key social agency relationships: lg2 and Anomaly TO
- Led digital brand engagement around [the 2015 Women's World Cup](#) in Vancouver, [2016 NBA All Star Weekend](#), and 2016 [Nike Crown League](#) including social, paid media, broadcast, OOH, membership and experiential (multi-million dollar budgets).
- Dreamt up, developed and sold-in digital innovation projects and platforms such as Nike+ 'Run With Me', The Hyper Motion Hexagon and Interactive Multi-Angle Live Streaming.
- Led award-winning social content and activations around major sporting events for Nike including the [Raptors 2016 playoffs](#) and the Blue Jays 2016 post-season

Other Key Projects: Nike ["Better For It" Hyper-Local OOH](#)

DIGITAL STRATEGIST

2013-2014

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.