Jordan Markowski

SVP, BRAND & INTEGRATED STRATEGY

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EXECUTIVE PROFILE

Agency executive who builds practices, wins major accounts and leads integrated strategy. Built Diamond's digital practice to 14+ specialists and several million Canadian dollars in annual revenue; originated its winning Pizza Hut social AOR pitch. Leadership experience spans Edelman, Nike and MLSE. Currently growing Rock & Roll Stockdogs, a business built from scratch to C$100K+ in annual revenue.

EXECUTIVE LEADERSHIP

RockWallet

JUN 2024 - JUL 2025

Vice President, Marketing

Reported to the president | Approx. US$1.8M annual marketing budget | Five-person team
Owned marketing allocation and vendor selection; presented budgets to the board

- More than doubled average monthly revenue, active trading customers and dollar trading volume; final four months compared with pre-tenure averages.
- Cut acquisition cost per active trading customer by over 60%; rebuilt channel strategy and hired growth, affiliate and CRM specialists.
- Rebuilt a five-person specialist team with zero attrition and overhauled brand identity across social, email, web and in-app communications.

Diamond Marketing Group

APR 2021 - NOV 2023

SVP, Integrated Strategy (2022-23) | VP, Digital (2021-22)

- Built a digital practice from its first dedicated hire to 14+ specialists, generating several million Canadian dollars in annual agency revenue.
- Originated and led the winning Pizza Hut Social Agency of Record pitch; the account expanded into packaging, TV/broadcast and out-of-home.
- Promoted from VP to SVP to integrate strategy, creative, digital, content, sponsorship and experiential capabilities; led through multiple management layers.
- Architected the winning Molson/Hop Valley pitch and led Toronto Zoo's pitch and brand/digital strategy; contributed to Effie-winning Fairmont work.

Edelman

APR 2018 - MAR 2021

Vice President, Digital

National leadership of 10+ people through directors and managers

- Rebuilt Edelman Canada's influencer practice, bringing siloed teams together around a unified creative, compliance and data-driven offering.
- Raised average team utilization by 20-30 percentage points, expanded specialist hiring and grew influencer revenue.
- Secured broader influencer-led campaign mandates from Unilever; advised Unilever, Nissan, Skittles and Taco Bell on C$500K-C$1.5M creative and production budgets.
- Led AXE "Project Wild" from brief through strategy, creative and production as overall project lead and lead client contact; earned an IABC Ovation Award of Excellence.

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BRAND & DIGITAL LEADERSHIP

Maple Leaf Sports & Entertainment

SEP 2016 - APR 2018

Digital Strategy Manager, Toronto Maple Leafs

- Built and led a seven-person digital team serving millions of Maple Leafs fans across web, mobile, CRM and social.
- Expanded digital fan engagement through premium streaming, membership and augmented-reality product launches; led delivery of 300+ pieces of content monthly.

Nike Canada

DEC 2014 - SEP 2016

Digital & Brand Communications Manager

- Directed Canadian social and membership strategy for Nike basketball and football (soccer), aligning agency partners and integrated campaigns.
- Developed digital engagement for the 2015 Women's World Cup, 2016 NBA All-Star Weekend and Nike Crown League within multimillion-dollar programs.

Anomaly

MAY 2013 - DEC 2014

Digital Strategist

- Led digital strategy for Budweiser and Bud Light, helped develop the Bud Light Living app and introduced media buying to Anomaly's Canadian agency.

ENTREPRENEURIAL LEADERSHIP

Rock & Roll Stockdogs

FEB 2023 - PRESENT

Founder & Owner

- Built a livestock-training and education business from scratch to C$100K+ in annual revenue, applying brand, content and community-building experience to an owned business.
- Grew an engaged social following of 20K+ through original content and community development; launched a paid Facebook subscription offering.

RECOGNITION & ADDITIONAL LEADERSHIP

2023 Effie Awards | Gold: Fairmont / Accor "Beyond Limits"; Bronze: TD Investor Confidence Advice Program

2021 IABC Ovation | Award of Excellence: AXE / Unilever "Project Wild"

Instructor, Miami Ad School (2018-2021) | Digital / experiential module, Social Media Bootcamp

EARLIER CAREER

Hut 2 Hut Events (2012-13) | Trend Hunter (2011-12)