



ANKUSH GUPTA

DEMAND GENERATION & MARKETING OPERATIONS LEADER

CONTACT



+1-647-891-3656



g.ankush12@gmail.com



[/in/ankushguptatoronto/](#)



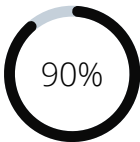
[ankushgupta.ca](#)



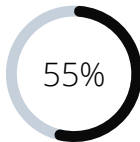
Toronto Area, Canada

TOP SKILLS

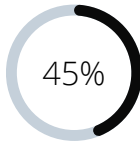
PAID



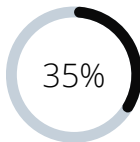
EMAIL



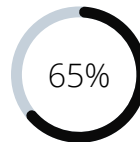
CRM/MAROPS



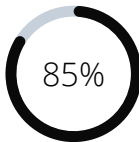
DEV/DESIGN



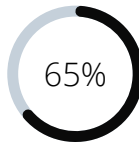
BUDGT/FORCST



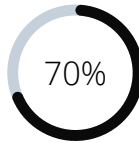
SEO



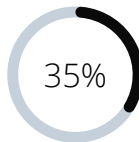
CONV RATE



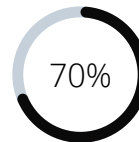
ANALYTICS



PARTNERSHIPS



REV MKTG



SUMMARY

11+ years of progressive work experience, with 4+ years leading high performing marketing teams of up to 7 direct reports. I love numbers, data, and finding creative ways to scale marketing and solve revenue problems.

I have a sustainable growth-mindset and pursue continuous learning in professional and personal life.

WORK EXPERIENCE

Director, Demand Generation (B2B)

HomeStars - Toronto (Hybrid)

May 2023 - Present

Paid: Google & Facebook Ads (Self-managed / supervised)

- Managed spend = \$1.5m annual, GG/FB = 40/60
- YoY Results: CW Pipeline +76%, -38% CAC

SEO & Content: Ahrefs, WordPress (Pro Centre & Cost Guides)

- Full-funnel content strategy (SEO, Product, Sales, CS)
- First-page SEO ranking: 20+ pages, 42+ head keywords
- YoY Results: +3x SEO traffic, +32% SEO leads

Email/Lifecycle: Salesforce CRM, Pardot, SMS Magic Converse

- Audited all email campaigns, finding significant efficiencies
- Led ABM (1-to-many) strategy deployment in Pardot
- Led introduction of SMS medium in lifecycle marketing
- NB Results: Sends +2x, Clicks +3x, CW Pipeline +97% YoY
- CS Results: +24% YoY Link Clicks (Retention)

Data, Analytics & Dashboards: Google Sheets, Looker, GA4

- Built full-funnel revenue dashboard (actuals/forecasting)
- Built marketing analytics dashboards in Looker/Sheets
- Cross-team collaboration: Product, Sales, CS & RevOps

Rebuilt and grew the B2B Marketing team to 3 direct reports.

Contributed to +17% YoY in ARR (Current ARR = \$30 million).

Director, Digital Marketing

Search Engine People - Toronto (Remote)

Jun 2021 - Apr 2023

- Hired, managed and trained staff in B2B team (7 people)

Sr. Account Manager (Promoted to above)

Feb 2019 - May 2021

Executed performance marketing for a portfolio of B2B (SMB, Mid-Market & Enterprise) companies.

- Services provided: PPC, ABM, SEO, CRO, MarOps (HubSpot)
- Top clients: Ada Chatbot, Dialogue.co, Humi HR, Rose Rocket, ProntoForms, IXXACT Contact, LexisNexis, etc.
 - Ada Chatbot (PPC): managed \$100k+/month for 2 years
 - Humi HR (SEO): ranked 25+ keywords on top 3 positions
 - IXXACT Contact (CRO): improved CR by 17% YoY

ACHIEVEMENTS

- At HomeStars, rebuilt and grew the B2B marketing team to 3 people.
- At Search Engine People, built and scaled B2B dept to 7 people.
- At 7shifts, grew the demand gen team to 4 people & contributed greatly to hitting revenue targets for 2018, leading to a \$10M Series A.
- At FreshBooks, started new growth channels and won Big Cheese award.
- Over the years, I've directly managed:
 - 6 PPC Pros
 - 5 SEO & Content Pros
 - 2 Email & CRM Pros
 - 2 Design/Dev Pros
 - 1 Data Analyst Pro

TOOLS I LIKE

- PPC/SEO (Semrush/Ahrefs, Looker Studio, GA4 Analytics, GSC, GTM, ScreamingFrog, Optimizely)
- CRM/MarOps (HubSpot, Salesforce, Pardot, Marketing Cloud)
- Dev/Design (HTML/CSS, WordPress, Canva, Unbounce)

CERTIFICATIONS

- **Reforge** Growth Series (2018)
- **PPC:** Google (Search, Display, Video, GA4), Microsoft Bing (Search), Facebook & LinkedIn Ads
- **SEO:** Semrush (Technical, Keyword Research, Backlinks)
- **HubSpot** Proficient
- **Salesforce Trailblazer**
- **Member:** RevGenius

Director of Demand Generation

7shifts Scheduling Software - Toronto (On-site)

Feb 2018 - Feb 2019

Paid/ABM: Google Ads, Bing Ads, FB/Insta Ads, LinkedIn Ads

- Results: Spend = \$75k+/mo, Trials = +140% YoY, CPT = -20% YoY

SEO & Content: Overhauled Content Strategy, Technical Audits

- Ranked 50+ keywords on 1st page in 6 months

- Results: SEO Traffic = 35% YoY, SEO Trials = +90% YoY

Conv Rate: A/B Tests in Optimizely, Google Optimize, HotJar

- Results: 100+ tests, CR = +25% YoY

Partners: Pitched and launched ShareASale affiliate program

- Results: Affiliate Trials = 5% contribution in 6 months

Data, Analytics & Dashboards:

- Built the full-funnel dashboards for exec reporting

Built & grew the demand generation team to 4 direct reports.

Contributed in growing ARR to \$4M, leading to Series A raise.

Sr. Manager, Digital Marketing

Collage HR Software - Toronto (On-site)

May 2017 - Jan 2018

Led the marketing dept of 2 people as the Head.

- Paid: paid search, paid social, and review marketplaces

- Results: -45% YoY Acquisition Costs (CAC)

- SEO & Content: owned organic channel execution (Semrush)

- Results: +3x YoY Organic Traffic

- Conv Rate: managed 30+ website tests in Optimizely

- Results: +32% YoY Conv Rate

- MarOps (HubSpot): marketing automation, crm admin

Paid Acquisition Manager

FreshBooks Accounting Software - Toronto (On-site)

Sep 2015 - Apr 2017

Channels: paid social, display, mobile apps (GG, Meta, LI, ASA)

- Managed spend = \$150k+/mo, CAC = -20% YOY

- Won the Big Cheese award for best managed channel

Manager, Digital Marketing & E-Commerce

Score Promotions - Toronto (On-site)

Sep 2013 - Aug 2015

Search Marketing Coordinator

Field ID Inspection Software - Toronto (On-site)

May 2013 - Sep 2013

Campaign Manager (Programmatic RTB)

AcuityAds | illumina - Toronto (On-site)

Sep 2012 - Feb 2013

EDUCATION

University of Toronto

Bachelor of Business Administration (BBA - Finance)

- 2008-2012

University of British Columbia

Certificate in Digital Analytics (UBC/DAA)

- 2015