



JENNIFER MCEACHERN

Marketing Generalist &
Business Growth Strategist

PROFILE

Over the past 19 years, I have passionately helped businesses achieve growth through qualitative market research, insightful data analysis, smart branding, strategic partnership building, financial planning, concise communication strategies, innovative business strategies, creative marketing tactics, workflow automation, and technology integration.

SKILLS

Research · Analytics · Finance · Sales/Marketing · Advertising (digital, print, media) · Web Development · Branding · Design · Leadership · Technology Integrations · Content Creation · Public Speaking · Critical Thinking · Communication · Strategy Writing

TECH STACK

I have above average proficiency in the following:

Productivity Applications: Gsuite, Microsoft Suite

Website/Design: Wordpress, Wix, Squarespace, Shopify, dreamweaver (css, html, javascript), Zapier, Canva Adobe

Communication platforms: Mail Chimp, Tellem, Pathway, Constant Contact, Twilio, Zipwhip

Task Management: Clickup, Slack, Trello, Basecamp

Ad Management: Google Ad Manager, Bing Ads, Facebook Ads Manager

Analytics: Google Analytics, Google Search Console, ahrefs, semrush, diib, Omniture

CRM: Power Broker, HubSpot, Sales Force, Zoho, Truleads, GuestServe,

Social Media Platforms: Sprout Social, Hootsuite, Facebook, Instagram, Twitter, Pinterest

Event Management: Eventbrite, Events.com, Sportstats, Running Room

Form Builders: Contact Form 7, Cognito Forms, Gravity forms

Payment Processing: Micros, Paypal, Stripe, Global Payments

ACADEMIC BACKGROUND

York University, Toronto ON 1998 to 2002
Bachelor of Arts, Sociology.

HOW TO REACH ME

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CAREER SUMMARY

Manager Marketing & Product Strategy

FirstOntario Credit Union, May 2021 to Present

Hired to execute marketing initiatives (digital, print, tv) for financial products, maintain strong relationships with internal partners, manage relationships with third-party product and service vendors, proactively monitor and report on competitive intelligence, support the delivery of product pricing and marketing recommendations in alignment with strategic goals, marketing campaign copywriting, create & implement marketing strategy for FirstOntario Insurance Brokers. **For more details visit: [FirstOntario](#)**

Digital Marketing Team Lead

Duliban Insurance Brokers, Sept 2019 to May 2021

Hired to help grow the client base through lead gen strategies (personal auto/home & commercial insurance clients), develop a sales & marketing strategy, produce cross channel content, create workflow efficiencies using technology, increase client retention rates, manage all organic/paid/social campaigns.

In 2020 a sister company was created (hometownlifeinsurance.ca). I was asked to brand (create logo, brand doc), build website, develop a sales & marketing strategy. **For more details visit: [Duliban](#)**

Independent Business/Marketing Consultant

Sole Proprietor of **Hud & Co Consulting**, July 2017 to Sept 2019

Client: GuestServe Inc/Reaction Internet

GuestServe Inc is a software development company. Reaction Internet hosts, manages and designs websites.

Hired to manage all client domain and SSL purchases/renewals, sales & marketing plans for software development, design (redesign) websites using top industry and technology trends, perform digital business SEO audits, write strategic SEO/digital marketing proposals, copywriter on projects which include: web content/sales presentation pdfs/email marketing campaigns, software branding, UI dashboard designs, UX strategies, accounting work including payment processing and bookkeeping. **For more details visit: [GuestServe/Reaction Internet](#)**

Client: Niagara Falls Women's Half Marathon

A women's only walking/running event

Hired to rebrand, grow event registrations, create and maintain a strong Facebook community, create video content, graphic design work, create and execute an email marketing strategy, website redesign, and management, event registration management, responsible for sourcing and maintaining strategic partnerships. **For more details visit: [NFWHM](#)**

General Manager/Director of Operations

Magnificent Tours April 2013 to July 2017

Niagara 21st Group owned company

I was promoted to restructure and rebrand the company. I created and implemented policies and procedures, found revenue growth potential through creating new tour opportunities, and directly managed a team of 24 sales agents, concierge staff, and tour drivers. I implemented customer service initiatives and was responsible for reputation management, and community partnerships. I created and maintained a strict operating budget, responsible for the R&M tracking and licensing of tour vehicles. **For more details visit: [MAG Tours](#)**

Marketing Manager/SEO Specialist

Niagara 21st Group Sept 2002 to April 2013

Franchisees of hotels, restaurants, spas and tour/attraction companies.

In 2002 I was hired as an Internet Marketing consultant for the Niagara Falls Marriott Fallsview Hotel. I was responsible for website design/maintenance, digital marketing, email marketing strategy, and data analysis. In 2004 I was promoted to Internet Marketing Manager where I was overseeing a team of marketing coordinators, web developers, and graphic designers. In 2009 I was promoted to Marketing Manager. My role then included: all of the digital marketing plus print/radio/tv advertising, budgeting, finance, and marketing strategy. **For more details visit: [N21st Group](#)**