

# JAMES CHASE, MBA

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Montreal, Quebec

## Professional Summary

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Growth-focused marketing leader with a track record of driving revenue through disciplined experimentation, performance analytics, and scalable execution. Experienced in aligning data, systems, and teams to reduce friction and improve acquisition efficiency. Operates with an entrepreneurial mindset, comfortable building clarity and momentum in fast-moving environments. Demand generation

## Skills

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|-------------------------|----------------------------|------------------------------|------------------------|
| ✓ Demand generation     | ✓ Performance marketing    | ✓ Marketing analytics        | ✓ Marketing operations |
| ✓ Stakeholder reporting | ✓ Paid search              | ✓ Conversion optimization    | ✓ Budget management    |
| ✓ Growth planning       | ✓ Paid social              | ✓ Customer behavior analysis | ✓ Marketing automation |
| ✓ Revenue alignment     | ✓ Programmatic advertising | ✓ Experimentation testing    | ✓ AI enablement        |

## Professional Experience

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### Marketing Operations Manager, Medisca, Montreal, QC

07/2025 – Present

- Promoted into an expanded role to lead growth strategy, analytics, and execution, consolidating fragmented reporting and building the data and automation infrastructure required to support AI-enabled workflows.
- Translate growth objectives into annual marketing plans aligned to channel mix, budgets, and measurable outcomes.
- Centralize performance analytics in Power BI by integrating 7 data sources through an ETL pipeline, unifying data across systems.
- Remove execution bottlenecks by implementing automated translation workflows, increasing design throughput by 40% and reducing translation costs by over \$500K.
- Build AI-enabled prospecting workflows supporting Sales outreach and improving lead discovery, qualification, and handoff efficiency.
- Enable scalable execution across Google Search and Display, LinkedIn, and Meta through standardized campaign structure and measurement.

### Digital Marketing Team Lead, Medisca, Montreal, QC

06/2024 – 07/2025

- Promoted following the successful launch of Medisca's \$1.5M website application development, coordinating 13 teams and 18,000+ work hours.
- Led multi-channel paid media execution and optimization, contributing to \$15M+ in attributable digital sales through acquisition and conversion improvements.
- Led a team of Digital Marketing Specialists responsible for paid media execution, performance tracking, and conversion optimization across acquisition channels.
- Scoped and implemented a product recommendation model within the website application, driving \$1M+ in incremental revenue through improved cross-sell performance.
- Served as Product Owner for the Medisca website application, owning feature delivery, prioritization, and backlog refinement with engineering teams.
- Improved conversion performance by leading structured testing and optimization across paid media campaigns and acquisition funnels.
- Led go-to-market execution for new products, activating paid media and digital channels to drive demand and early performance traction.

### Digital Marketing Specialist, Medisca, Montreal, QC

05/2022 – 06/2024

- Migrated and structured 20,000+ customer and contact records to enable Creatio Marketing, including data mapping, schema validation, and CRM imports.
- Built and maintained CRM lead-nurture workflows, supporting inbound lead engagement, qualification, and sales handoff.

- Planned and executed paid advertising campaigns across Google Search and Display, LinkedIn, and Meta, supporting acquisition and lead generation objectives.
- Managed the inbound lead generation pipeline for Sales, including intake structure, triage workflows, and handoff coordination.
- Supported the Medisca website application development by coordinating requirements, timelines, and stakeholder inputs across marketing, IT, and external partners.
- Supported campaign performance tracking and reporting, ensuring leads and conversions were accurately captured in CRM and analytics tools.

#### **Digital Marketing Specialist, Genius Solutions, Montreal, QC**

**12/2021 – 05/2022**

- Managed lead imports and data hygiene in HubSpot, ensuring accurate contact segmentation and reliable handoff between marketing and sales.
- Built and maintained HubSpot workflows to support lead routing, lifecycle management, and marketing-to-sales visibility.
- Developed and activated account lists using 6sense, aligning target accounts with defined TAM and sales priorities.
- Integrated 6sense audiences with paid advertising platforms to support account-based targeting and demand generation.
- Executed paid advertising campaigns and implemented website updates to support lead acquisition and active marketing initiatives.

#### **Co-Founder, Animals First Choice, Guelph, ON**

**01/2018 – 12/2021**

- Co-founded and launched a bootstrapped eCommerce business, owning customer acquisition and revenue generation from inception.
- Built and operated the online storefront on Shopify, managing product setup, checkout flows, and conversion-focused site improvements.
- Executed and optimized paid acquisition across Facebook, Google, and Instagram, testing audiences, creative, and offers to reach target CPA.
- Established the initial go-to-market engine through hands-on experimentation across paid and organic channels, iterating based on performance data.

#### **Education**

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##### **Master of Business Administration, Queen's University, Kingston, ON**

**01/2025 – 01/2026**

- Recipient of the Dean's Entrance Scholarship, a merit-based award recognizing outstanding academic and professional achievement.

##### **Bachelor of Management, Economics, & Finance, University of Guelph, Guelph, ON**

**08/2017 – 12/2021**

- Recipient of an athletic scholarship, awarded for excellence in varsity football.
- 4x U SPORTS Academic All-Canadian, recognizing student-athletes who maintain an 80%+ academic standing while competing at the varsity level.

#### **Tools & Technologies**

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**Automation & AI:** n8n • Power Automate • Copilot Studio • Zapier

**Analytics:** Power BI • GA4 • Microsoft SQL Server • Looker Studio • Excel

**CRM & CMS:** HubSpot • Salesforce • Creatio • Contentstack

**Marketing Platforms:** Google Ads Manager • Meta Ads Manager • LinkedIn Campaign Manager • Algolia

**Project Management:** Asana • Wrike • Jira • Microsoft Planner • Notion

#### **Extracurricular Experience**

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##### **Varsity Football, University of Guelph Football Team, Guelph, Canada**

**08/2017 – 12/2021**

- Team Captain, demonstrating leadership, accountability, and motivational capabilities in a high-performance environment.