

Keith J Connell, MBA

Senior Director, Marketing | Digital Growth and Brand Strategy | Enterprise Communications Leadership
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PROFESSIONAL PROFILE

Senior marketing executive with more than 30 years of progressive leadership in global brand management, integrated digital strategy, and commercial growth across B2B and B2C channels and multi-location corporate environments, with a consistent record of translating marketing investment into measurable revenue outcomes. Demonstrated track record of building and leading high-performing marketing teams, governing multi-million dollar budgets, and connecting digital channel strategy directly to pipeline generation, customer acquisition, and sustained business growth. Brings a disciplined, data-driven approach to performance measurement, applying KPI frameworks, big data analytics, and marketing intelligence tools to establish accountability, optimise spend, and demonstrate commercial impact with clarity, including the integration of AI-driven tools and marketing technology platforms to scale content, personalisation, and campaign performance. Deep operational fluency across the full digital ecosystem spanning paid and organic search, social media, content strategy, CRM automation, and performance analytics, combined with the executive communication skills to present complex strategies to C-suite stakeholders and board-level audiences. Known for bridging creative instinct with analytical rigour, stewarding brand equity across diverse markets, and delivering results that move the business forward.

DIGITAL TRANSFORMATION LEADERSHIP

- Early adopter of CRM, lead generation, and customer intelligence systems throughout multiple generations of marketing technology evolution.
- Designed custom business intelligence and reporting systems before the widespread adoption of modern analytics platforms.
- Led organizations through website, CRM, content management, marketing automation, and AI-enabled transformations.
- Built scalable digital ecosystems that connected technology, people, and performance measurement to business outcomes.

CORE COMPETENCIES

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| • Enterprise marketing strategy | • Revenue and pipeline generation | • Brand strategy and positioning |
| • Multi-channel digital campaigns | • Team leadership and talent development | • Budget and resource management |
| • KPI framework design and reporting | • Data analysis and big data analytics | • Performance measurement and attribution |
| • SEO, GEO, AEO, SEM and paid media oversight | • Social media and content strategy | • CRM and marketing automation |
| • AI and martech integration | • Go-to-market strategy and execution | • Cross-functional collaboration |
| • Customer lifecycle management | • Total Quality Management (TQM) | • Executive communication and storytelling |
| • Change management and adaptability | • Competitive intelligence and market research | • Vendor, agency and partner management |
| • Mentorship and professional development design | | |

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PERFORMANCE MEASUREMENT AND KPI LEADERSHIP

A consistent differentiator across every leadership role has been the capacity to define what success looks like before a campaign, initiative, or transformation launches, and to hold the organisation accountable to those measures throughout. Selected performance benchmarks across career:

50%+ YOY enrolment application growth through integrated digital strategy (Georgian College)

\$8M+ in direct B2B sales growth linked to marketing automation and segmentation (Nedco)

53% average increase in client digital presence through data-informed content strategy (Turtleback)

60% reduction in trade show marketing costs while maintaining 8% YOY attendance growth (Visioneering)

12% customer loyalty increase through CRM-driven segmentation and lifecycle workflows (Nedco)

81.9% of social media reach generated from non-followers through organic discoverability (Georgian)

33.7% increase in LinkedIn impressions over 90 days through KPI-guided content cadence (Georgian)

12% average audience engagement growth sustained across 18+ client campaigns (Turtleback)

Multichannel campaign delivery across 30+ countries with brand consistency KPIs (DSC)

8% average client revenue growth per engagement sustained across consulting practice (Turtleback)

PROFESSIONAL EXPERIENCE

Multi-Disciplinary Professor and Program Coordinator | Georgian College 2018 – Present

Led the strategic growth, positioning, and external engagement of a rapidly expanding digital marketing and communications program within Ontario's competitive post-secondary sector. Built and managed digital ecosystems, AI-supported initiatives, industry partnerships, and thought leadership activities that increased brand visibility, strengthened community engagement, and contributed to sustained enrolment growth. Applied data-driven decision making, audience analytics, and performance measurement to continuously refine strategies while creating meaningful connections between education, industry, and community.

- Increased enrolment applications by more than 50% year over year by establishing and monitoring KPIs across digital channels, audience engagement, and conversion touchpoints.
- Built and positioned the program brand from inception, developing content systems, communication strategies, and audience engagement initiatives that increased awareness and improved market positioning.
- Built and managed the program's social media presence, generating 14,415 account views and reaching 2,036 unique accounts in a 90-day period, with 81.9% of views coming from non-followers through discoverability-focused content strategies.
- Grew the LinkedIn network to 367 followers while increasing impressions by 33.7% over 90 days through strategic content planning and ongoing performance analysis.
- Developed and managed digital ecosystems that integrated websites, AI-supported technologies, analytics frameworks, and performance measurement systems to improve engagement and program effectiveness.
- Led strategic program renewal initiatives involving competitive analysis, stakeholder consultation, environmental scanning, and evidence-based recommendations presented to senior leadership.

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- Established relationships with employers, alumni, guest speakers, and community organisations to create experiential learning opportunities and strengthen external engagement.
- Designed and delivered high-impact events, including networking opportunities, industry showcases, guest speaker sessions, and community engagement initiatives that expanded professional networks and enhanced organisational visibility.
- Produced thought leadership content through research, peer-reviewed scholarly publications, presentations, podcasts, and digital media to strengthen credibility and expand audience reach.
- Translated complex data into actionable insights that informed student recruitment strategies, audience engagement initiatives, and long-term planning.
- Designed and delivered applied curriculum in social media strategy, platform analytics, KPI reporting, content strategy, UX, web design, AI integration, and brand management, preparing graduates to contribute immediately in professional environments.

Contract Lecturer, Business Communications and Marketing | Lakehead University 2022 – Present

I built and implemented digital communications, marketing, and professional development initiatives that combined analytics, data-informed decision making, and applied business practices to strengthen digital competencies and prepare emerging professionals for rapidly evolving workplaces. I leveraged performance metrics, audience insights, and targeted engagement strategies to improve outcomes at scale, including implementing a data-driven early warning system that contributed to a 14% improvement in intervention outcomes across a cohort of 165 individuals. By integrating AI-supported technologies, KPI reporting, and practical problem-solving frameworks, I connected strategy to execution while creating measurable value through stakeholder engagement, evidence-based decision making, and continuous performance improvement.

- Implemented a data-driven early warning system that leveraged performance indicators and engagement metrics to identify at-risk individuals, contributing to a 14% improvement in intervention outcomes across a cohort of 165 participants.
- Developed and executed applied initiatives in digital marketing, business communications, and content strategy that strengthened analytical thinking, digital fluency, and strategic problem-solving capabilities.
- Integrated analytics, KPI reporting, and AI-supported technologies into practical environments, demonstrating how data can be translated into actionable insights and evidence-based decision making.
- Built strong relationships across diverse domestic and international populations through targeted engagement strategies that improved confidence, participation, and professional preparedness.
- Created industry-aligned experiences that connected theory to practice while strengthening communication, collaboration, and workplace readiness.

Instructor, Digital Marketing Communications | York University 2020 – 2022

I translated integrated marketing, brand strategy, multi-channel content strategy, and campaign measurement principles into practical, industry-relevant experiences that strengthened strategic thinking, analytical decision making, and professional communications capabilities within the Canadian marketplace.

Principal and Strategic Communications Consultant | Turtleback Canada Inc. 2014 – 2022

Served as senior strategic marketing and digital communications advisor to prominent organisations across Ontario, applying digital strategies, data analysis and performance benchmarking to lead integrated campaigns that transformed client content delivery, audience engagement, and commercial growth.

- Increased audience engagement by an average of 12% and client revenue by an average of 8% by leading integrated marketing and communications campaigns across more than 18 client accounts, leveraging Salesforce, Constant Contact, Hootsuite, Google Analytics, and Adobe Creative Cloud to support execution and performance measurement.

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- Increased average client digital presence by 53% by developing data-informed content strategies, audience segmentation plans, and SEO initiatives, utilising WordPress, Joomla, and Drupal to improve discoverability and strengthen online visibility.
- Strengthened customer relationships and audience engagement by developing targeted communications strategies and lifecycle campaigns using Salesforce and Constant Contact.
- Improved campaign performance and content effectiveness by analyzing audience behaviour, monitoring KPIs, and continuously optimising digital communications strategies through Google Analytics and Hootsuite.
- Enhanced brand consistency and multi-channel communications by producing digital marketing assets for web, social, and campaign initiatives using Adobe Creative Cloud.
- Improved operational efficiency by connecting content management, customer relationship management, analytics, and communications platforms into scalable digital marketing workflows that supported measurable business outcomes.

Marketing Manager | Nedco (Rexel Canada) 2011 – 2014

I directed the digital strategy, brand governance, and marketing communications across a 39-location national distribution network, using data analysis, performance measurement, and audience insights to strengthen brand consistency, improve customer engagement, and deliver measurable commercial results. I led a high-performing marketing team through recruitment, training, development initiatives and mentoring while developing scalable processes that connected strategy, execution, and performance measurement across multiple markets.

- Contributed to more than \$8 million in direct sales growth by implementing marketing automation, audience segmentation, and B2B lead engagement strategies that strengthened customer loyalty and improved conversion opportunities.
- Improved campaign effectiveness across 39 locations by establishing performance dashboards and KPI reporting frameworks that enabled real-time optimisation of regional campaigns, events, and B2B marketing initiatives.
- Strengthened brand consistency and operational alignment by developing standardised communications processes and performance measures across a national distribution network.
- Increased marketing efficiency by integrating data analysis, audience insights, and performance reporting into day-to-day decision making, allowing teams to quickly adapt strategies based on measurable results.
- Built and developed a high-performing marketing team by recruiting, mentoring, and evaluating staff while establishing career development frameworks and clearly defined performance expectations that supported retention and organisational growth.
- Supported data-informed decision making by leveraging CRM, marketing automation, and analytics platforms to monitor customer engagement, campaign performance, and business outcomes.

Senior Marketing Manager | Visioneering 2007 – 2012

I was a member of the executive leadership team guiding global brand positioning and international marketing strategy, supporting growth across multiple markets while managing an annual marketing budget exceeding \$500,000 and maintaining strong fiscal accountability through KPI-driven decision making. By connecting data, technology, and stakeholder collaboration, I developed scalable marketing systems that strengthened brand consistency and supported international growth objectives.

- Increased international trade show attendance by an average of 8% year over year while reducing marketing expenditures by approximately 60% by redesigning campaign strategies, optimising resource allocation, and applying ROI analysis across 12 major international events.

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- Strengthened global brand consistency by establishing governance standards, performance metrics, and reporting frameworks that aligned digital and physical marketing assets across international markets.
- Modernised the organization's digital presence by leading the migration from static HTML websites to a dynamic WordPress CMS environment integrated with Engineering systems, improving content management efficiency and cross-departmental collaboration.
- Improved strategic decision making and budget allocation by establishing KPI reporting frameworks that connected campaign performance, audience engagement, and cost effectiveness to measurable business outcomes.
- Enhanced international marketing operations by leveraging Microsoft Dynamics to support customer relationship management, audience segmentation, and data-informed engagement strategies across multiple markets.
- Streamlined content publishing, campaign execution, and stakeholder collaboration by connecting WordPress, Microsoft Dynamics, and Engineering platforms into more efficient digital workflows that supported scalable global marketing initiatives.
- Strengthened operational efficiency by integrating technology, analytics, and communications strategies into repeatable processes that improved responsiveness, consistency, and overall marketing performance.

National Insurance Call Centre Manager | Discount Car and Truck Rental 2005 – 2007

Led and mentored a team of 15 remote and on-site professionals, establishing performance expectations, coaching frameworks, and accountability systems that supported operational excellence, customer satisfaction, and sustained business growth. Designed data-driven management systems that connected CRM intelligence, performance analytics, and strategic decision making to improve organizational effectiveness and profitability.

- Leveraged advanced analytics and performance reporting to monitor departmental metrics, identify trends, and support data-informed decision making that improved client satisfaction and business outcomes.
- Exceeded forecasted sales targets by more than 17% across three business categories by aligning team performance, operational priorities, and customer engagement strategies.
- Designed and built a complex business intelligence reporting system that integrated Microsoft Excel, advanced formulas, pivot tables, and Remedy CRM data to improve performance visibility and streamline reporting.
- Managed and optimized Remedy CRM workflows to strengthen customer relationship management, support lead tracking, and improve operational decision making.
- Developed KPI-driven management practices that connected individual performance to organizational objectives, profitability targets, and customer experience outcomes.
- Built and maintained relationships with key stakeholders and decision makers, translating operational insights into strategic recommendations that strengthened long-term partnerships.

Marketing Communications Manager | Digital Security Controls (DSC) 1999 – 2005

I led a global marketing communications and brand strategy team for an international security technology manufacturer with a presence in more than 37 countries, supporting a Canadian market share exceeding 70% while aligning commercial growth, product positioning, and brand consistency across international markets. I managed a marketing budget exceeding \$1.5 million, and integrated continuous improvement principles into marketing operations to create scalable and repeatable systems that supported long-term growth and operational efficiency.

- Expanded global market presence by leading the positioning and commercial launch of two next-generation product lines, coordinating integrated campaigns, performance measurement, and market activation strategies across more than 37 countries.

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- Strengthened international distribution networks by developing marketing initiatives that supported more than 150 distributors while maintaining consistent brand standards and communications across global markets.
- Increased international brand visibility by leading five major trade show strategies annually, coordinating large-scale exhibitions and measuring attendance, lead generation, and brand exposure against established KPIs.
- Managed an annual marketing budget exceeding \$1.5 million, using performance metrics, ROI analysis, and strategic prioritisation to align marketing investments with commercial objectives.
- Built and developed a high-performing marketing communications team of 12 by establishing clear performance expectations, mentoring staff, and aligning creative output, campaign delivery, and budget accountability with organisational objectives.
- Modernised product marketing by leading early digital transformation initiatives, migrating legacy assets into interactive digital experiences that supported an international distributor network and established foundational digital performance benchmarks.
- Produced approximately 25 integrated marketing assets annually, including technical documentation, advertising campaigns, sales collateral, and localised communications materials distributed across multiple international markets.
- Strengthened operational efficiency by embedding Total Quality Management principles into marketing workflows, production standards, and cross-functional collaboration processes to improve consistency, responsiveness, and overall output quality.

Inside Sales Management | Paging Network of Canada 1997 – 1999

Built and scaled a high-performing sales operation from the ground up, establishing the people, processes, and performance frameworks required to drive sustainable growth. Led recruitment, coaching, and talent development initiatives while implementing data-informed management practices that connected individual accountability to organizational objectives. Managed and developed Telemation CRM lead generation systems to strengthen customer acquisition, improve lead management, and streamline sales workflows. Combined strategic leadership, performance analytics, and customer engagement strategies to exceed business targets and create scalable systems that supported long-term operational success.

- Built and led a team of 12 to 15 inside and outside sales professionals, growing the function from start-up to the top-performing team in North America.
- Designed and implemented end-to-end talent acquisition, onboarding, training, and career development frameworks that supported team growth, performance, and retention.
- Developed a standardized training manual that became the operational benchmark for Canadian teams across the organization.
- Exceeded initial performance forecasts by more than 33% through KPI-driven coaching, performance management, and accountability systems.
- Established a culture of continuous improvement by leveraging sales data, customer insights, and performance metrics to optimize team effectiveness and revenue generation.
- Mentored and coached team members using structured sales, communication, and customer engagement methodologies that increased client acquisition and strengthened long-term customer relationships.
- Aligned individual performance objectives with organizational goals, creating scalable processes that supported sustainable growth.

EDUCATION

Master of Business Administration, Leadership and Innovation | University of Fredericton | 2018 – 2021

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Advertising and Marketing Communications Diploma | Georgian College | 2015 – 2018

Computer Programming Diploma | Georgian College | 2015 – 2018

Bachelor of Arts, English | York University | 1991 – 1994

TECHNICAL PROFICIENCIES

Digital Marketing and Growth Strategy

- Integrated Digital Marketing Strategy
- Digital Ecosystem Development
- Multi-Channel Campaign Management
- Audience Segmentation and Targeting
- Customer Journey Mapping
- Revenue and Pipeline Growth Strategy
- Go-to-Market Strategy
- Brand Positioning and Market Development
- Customer Lifecycle Management
- Digital Transformation Strategy

Data Analytics, Business Intelligence and Performance Measurement

- KPI Framework Development and Dashboard Design
- Marketing Performance Measurement and Attribution
- Data Analytics and Business Intelligence
- Predictive Analysis and Trend Identification
- Audience Behaviour Analysis
- Performance Benchmarking
- Conversion Analysis and Optimization
- Marketing Intelligence and Reporting
- ROI Analysis and Budget Optimization
- Data-Informed Decision Making

CRM, Marketing Automation and Customer Platforms

- Salesforce
- Microsoft Dynamics
- Marketo
- Constant Contact
- Remedy CRM
- Telemation CRM
- Customer Relationship Management
- Marketing Automation
- Lead Generation Systems
- Lead Nurturing Workflows

Search, Content and Audience Development

- User Experience Management (UX)
- Search Engine Optimization (SEO)
- Generative Engine Optimization (GEO)
- Answer Engine Optimization (AEO)
- Search Engine Marketing (SEM)

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- Content Strategy
- Content Operations
- Social Media Strategy
- Organic Audience Growth
- Thought Leadership Development
- Multi-Platform Content Distribution

Web, CMS and Digital Platforms

- WordPress
- Drupal
- Joomla
- Website Architecture and Administration
- User Experience (UX)
- Information Architecture
- PHP
- HTML
- CSS

Artificial Intelligence and Emerging Technologies

- AI Integration Strategy
- AI-Assisted Content Development
- Workflow Automation
- Prompt Engineering
- AI Productivity Systems
- AI Adoption and Workforce Enablement
- Emerging Technology Assessment

Reporting, Productivity and Collaboration Tools

- Microsoft Excel (Advanced Formulas, Pivot Tables, Data Modeling and Business Intelligence Reporting)
- Microsoft 365
- SharePoint
- OneDrive
- PowerPoint
- Teams
- Zoom
- Cross-Functional Workflow Systems

Creative, Video and Multimedia Production

- Adobe Creative Cloud
- Adobe Premiere Pro
- Canva
- CapCut
- Podcast Production
- Digital Asset Development
- Presentation Design

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Leadership and Operational Systems

- Budget Management and Resource Allocation
- Vendor and Agency Management
- Strategic Planning
- Team Leadership and Talent Development
- Change Management
- Continuous Improvement (TQM)
- Stakeholder Engagement
- Professional Development Program Design