

Mariane Lefebvre

Marketing Director



Montreal, QC



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[Portfolio](#)



[LinkedIn](#)

Areas of Expertise

- Strategy and Quality Assurance of its execution
- People & Project Management
- Marketing Operations Continuum
- Branding/Product Positioning
- Demand Generation
- Data Analytics
- Social Media Marketing & Community
- Marketing Channels Amplification
- Digital Marketing & Web Analytics
- Content Creation
- Email Marketing & Community
- Copy Review & Direction
- B2B/B2B2C/B2C
- Team Development & Growth
- Relationship Management
- Campaign Performance Analysis
- Reports & Presentations
- Bilingual Audience Engagement

Strategic-minded, creative problem solver and storyteller. Builds innovative campaigns that breathe life into brands.

Results-driven, self-directed people and project management leader with extensive experience in strategic planning and execution of high-impact, creative marketing campaigns grounded in data-driven insights. Analytical, detail-oriented time manager, adept at delivering results on multiple, concurrent projects steering team members to top performance through coaching and collaborative leadership. Stellar written and verbal communication skills enable engaging presentations, compelling content creation, and conveyance of product attributes fluently in English and French.

Signature Achievements

- Rich history of recruiting, hiring, training, and inspiring high-performance marketing teams.
- Grew LinkedIn follower base from under 50 to over 1,000 within tight timelines.
- Published more than 35 written pieces, greatly enhancing the visibility of subject matter experts across blogs, research reporting, business cases, and feature articles.
- Acknowledged for delivering true bilingual impact with first-hand knowledge and deep understanding of English & French cultural and local realities, languages, and colloquialisms.
- Orchestrated multiple high-profile events throughout Europe, Canada, & the United States, and strategically attended select ones. Key highlights include:
 - Insurtech Insights USA 2022 & 2023, New York, NY
 - InsureTech Connect 2022, Las Vegas, NV
 - AHOU 2023, Hollywood, FL
- Produced more than 40 videos showcasing products & services or interviewing opinion leaders, including:
 - *Break Free from the Code* - mixed media production for new product launch made finalist at FF Awards, 2022.
 - *Meet & Greet* - interactive introduction to modular solutions suite.
 - *Like a Boss* - interactive video series utilizing promotional pieces tailored to product benefits for specifically targeted personas.
 - *Meet liz* - short motion graphics portraying fun facts origins of solutions suite's name.
 - *The Underwriter of the Future* - myth-buster whiteboard business case explaining benefits of AI-driven solutions.

Career Experience

thinktum, Waterloo, ON

09/2021 - 08/2023

Marketing Director (01/2023 - 08/2023) | **Marketing Manager** (09/2021 - 01/2023)

Spearheaded strategic development and execution of multiple, concurrent marketing initiatives including direct leadership of high-performance marketing team in fast-paced, dynamic environment. Drove marketing analytics to gather insights and identify data-driven opportunities. Directed omnichannel full-stack digital marketing leveraging expertise in search engine optimization (SEO), search engine marketing (SEM), social media marketing, email marketing, content creation, and graphic design. Managed end-to-end event planning, from vendor sourcing and selection to participation. Developed a proactive event calendar, ensuring timely execution and maximizing ROI.

- Led recruitment efforts, personally vetting more than 250 candidates to build marketing team, including training, development, and ongoing mentoring.
- Developed comprehensive marketing strategy while overseeing two website rebrands, in-house and in collaboration with web agency, simultaneously.
- Sourced, established, and cultivated high-level strategic partnerships with key stakeholders including internal cross-functional teams, external PR and web agencies, media outlets, production houses, special event suppliers, and other service providers.
- Independently compiled extensive content library from ground up.
- Conceived various content types and developed editorial strategy for blog articles & series focused on carefully selected themes.
- Simultaneously orchestrated two rebranding projects including interim rebranding initiative developed in-house to transition from original branding and final rebranding initiative developed in collaboration with external web agency.

Marketing Specialist

Led all aspects of strategic direction, planning, and execution of external marketing initiatives and personal branding tools for insurance advisors. Oversaw daily marketing activities including graphic design and social media coordination ensuring project objectives, timelines, and budgets were met.

- Established and maintained a constant strategic social medial presence in English and French.
- Coached the national sales team on social media brand advocacy strategy and tactics.
- Produced innovative series of persona-steered promotional videos to optimize and amplify case studies.

Munich Re, Canada (Life), Montreal, QC

11/2018 – 12/2020

Marketing & Communications Specialist

Built and executed omnichannel marketing strategies and campaign planning for Life & Health line of business. Oversaw design/con- tent maintenance and updating of English/French bilingual corporate website ensuring content was managed in alignment with business goals.

- Appointed social media lead for Canadian market leveraging knowledge and expertise in cutting-edge technologies and social media trends ensuring highest levels of web traffic and customer engagement.
- Developed & executed bilingual external marketing initiatives and social media campaigns in reinsurance field.
- Established French ‘voice’ across channels significantly increasing brand exposure and market share in Quebec.

Colliers International, Montreal, QC

10/2017 – 12/2018

Client Project Coordinator

Delivered social media marketing oversight & web branding in support of Quebec’s ‘star team’ of advisors, including coordination of real estate marketing communication and business development strategies. Developed marketing tactics & tools, including graphic design and copy. Updated, prepared, and facilitated legal documentation. Tracked and monitored real estate transactions and due diligence, aligning marketing efforts accordingly.

- Crafted content and produced marketing collateral materials.
- Put together market studies presenting insights to leadership, contributing to key decision-making.

Lasik MD, Montreal, QC

08/2015 – 10/2017

Marketing Coordinator, Co-Management Relations

Coordinated various marketing initiatives including sponsorship and donations programs. Maintained website portal content to nurture and monitor strategic partnerships.

- Designed marketing collaterals and delivered content creation for on-the-road sales representatives across Canada.
- Developed strategy for new business prospects in support of corporate partnership portfolio growth targets.
- Appointed to Social Committee as key contributor company-wide culture of engagement and cohesion through social events designed to gather employee feedback and identify recommendations for improvement to the leadership team.

Certifications & Technical Proficiencies

- Generative AI Productivity Hacks with Miss Excel Certification
- Google Foundations of AI-Powered Search Ads for Strategists Certification
- Google Ads Certification
- Google Analytics Certification
- Google Fundamentals of Digital Marketing Certification – PPC; SEO; UX
- InDesign | Hootsuite | Competiscan | CVent | MS Suite – Excel, PowerPoint, Access, Outlook, Word

Education



Bachelor of Marketing Communication

University of Quebec at Montreal (UQAM), Montreal, QC



Diploma in Social Sciences, Human Resources

Development Lionel-Groulx College, Ste-Therese,

Languages

English – Fluent | **French** – Fluent