



 **vancouver bc**
 **hi@davidlaing.ca**
 **davidlaing.ca**

David Laing

DIGITAL DESIGN AND MARKETING PROFESSIONAL

EDUCATION

Organic Gardening
Certificate
Burnaby Continuing
Education
Burnaby BC
2020

Digital Marketing
Foundations
RED Academy
Vancouver BC
2017

Graphic Design
Diploma Program
Vancouver Island
University
Nanaimo BC
2005-07

SOFTWARE

- Photoshop
- InDesign
- Illustrator
- Premiere
- Lightroom

GOOGLE

- Analytics Certified
- Adwords Display
- Adwords Search

EMAIL MARKETING

- Mailchimp
- Smartfocus
- Bronto

CMS

- Magento
- Wordpress
- Shopify

EXPERIENCE

Online Marketing Lead 2019-Current **Jordans Flooring & Fine Furniture**

Jordans is a unique organization with a variety of flooring and furniture retail stores located across Western Canada. In addition to overseeing the complete digital footprint of the organization, I also handle strategy, production and management of all paid & owned marketing channels for 4+ divisions of the Jordans brand. It's been a pleasure to showcase all things Jordans across television, web, social, and print. As a leadership position within the marketing department, a component of this position requires administrative, training and guidance responsibilities. Discover our websites at jordans.ca

Digital Content Specialist 2014-2019 **JYSK Canada**

JYSK is a leading global home furnishing retail company; the Canadian brand is a franchise of the parent company. I was primarily responsible for the complete re-development and execution of JYSK Canada's email marketing campaigns. Improvements to conversion, campaign performance tracking, and customer profiling were the highlights of my achievements in this position. I executed several multi-channel marketing campaigns for JYSK including online/instore coupons, landing pages, and display advertising. Being a Canadian franchise, all content I developed in this position required translation to French. I was committed to creating a consistent multi-lingual customer brand experience by expanding my french language abilities. See my design influences by signing up for email newsletters at jysk.ca

Marketing/eCommerce Specialist 2018 **Urban Barn**

Urban Barn is a furniture and decor retailer with over 50 locations across Canada. The majority of my efforts here were focused on email marketing deployment and strategy. Here I implemented a system of content performance measurement for the organization's email marketing, allowing us to identify opportunities within that channel using A/B testing and campaign personalization. My creative production duties had me produce content for both digital and in-store marketing projects. I also updated customer profiles with CRM software for Urban Barn's retention & reward program. View their website at urbanbarn.com

Creative Services Manager 2008-2013 **Army & Navy Department Stores**

Army & Navy was an independent department store based in Western Canada. Working closely with management and department buyers, much of my focus was spent designing a semi-monthly printed sales flyer. My attention was also needed with designing store-level signage & printed promotional material. For the companies online presence I was instrumental in web content creation, art directing & designing email marketing campaigns. As head of my department, I managed a team of one other designer and a studio-photographer. I was responsible for their task delegation, task management, technical instruction, and department staffing. View their website at armyandnavy.ca