

Growth Marketing Lead & AI Systems

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Three-time entrepreneur, two-time marketing lead, full stack marketer with 17 years of experience in growth marketing.

I help companies develop strategies across content, paid media, SEO, and AI discoverability, and then bring the people, tools, and channels together to build growth engines that scale.

Growth Marketing Lead

AI Systems

Go To Market Strategy

Content Strategy

Google Ads

SEO & GEO

Work Experience

2021 – 2026

Gravity Wiz — Marketing Lead

Led marketing at a mature WordPress company driving gross new acquisition equal to to 5x original customer base and through a doubling of recurring revenue. Initiatives evolved from acquisition to a combination of acquisition, lifecycle, and expansion.

- Built the content machine from the ground up, hiring and managing the team, managing the roadmap, and acting as editor on 300+ articles and 50+ videos, scaling organic search as the company's #1 acquisition channel, and rankings for thousands of high-intent keywords.
- Designed paid advertising strategy from scratch. Generated demand across a portfolio of more than 80 products at ~5x ROAS and turned Google Ads into Gravity Wiz's #2 acquisition channel.
- Pioneered company-wide GEO/AEO process. Pushed new forms of AI-friendly content: original data, thought leadership, product comparisons, and video content supporting 50+ citations across respective models. Implemented company-wide community outreach program for AI visibility. From 2024–2026, citations drove a 300% YoY increase in AI-attributed conversions while keeping organic acquisition as #1 channel despite AI pressure on top-of-funnel traffic.
- Rebuilt marketing operations as AI workflows: new systems, tailor-made skills and MCP integrations for content production & editorial, SEO/GEO optimization, landing page building, and campaign execution. Automated 60% of routine campaign tasks and cut editorial time by 70% while doubling content team's output.
- Black Friday: designed, led and was accountable for campaigns that became the largest revenue events in company history. Rebuilt email nurture ahead of the 2025 sale increasing prospect-to-customer conversion roughly 10x. Grew Black Friday prospect capture 87% year over year. Improved monetization of the existing customer base as campaign-attributed revenue grew 23% across 2021–2025.
- Designed and implemented SEO strategy spanning the full funnel. Search-intent planning, topic clusters, editorial templates, site architecture, structured data, and author profiles. After implementing the first iteration of SEO strategy, we helped double organic traffic growth between 2021 and 2023.
- Developed strategic partnership with Gravity Forms that led to monthly earned content placements, product listing exposure, and co-marketing on annual sales, pushing [GravityForms.com](#) into the top three acquisition channel for Gravity Wiz.
- Owned top-of-funnel lead generation, designing and implementing free resource campaigns, community outreach, landing page strategy and nurture campaigns supporting healthy inbound flow and nurture across the funnel. Highlight: a 250% boost in lead generation from baseline between 2024 and 2025 attributable to free resource campaigns.
- Led go-to-market strategies for 30+ products, two product suites, and plenty of other high profile initiatives.
- Advocated for and supported implementation of company-wide customer journey tracking unifying customer actions, on-site behavior, attribution mapping, custom conversion events, and key metrics for a complete view of customer behavior and attribution.
 - Developed a coordinated growth engine using unified customer data: attribution-based targeting, lifecycle campaigns, behavioral email segmentation, upsells, and on-site cross-sells. Over five years, expansion revenue grew 89%, reactivation revenue grew 113%, and revenue per customer rose 24% while churn remained 30% below industry benchmarks.

“Cole didn’t just contribute to Gravity Wiz’s growth, he helped build the marketing engine behind it. I would recommend him without hesitation.”



David Smith, CEO and Founder, Gravity Wiz

2018 to present

Fraser Media —
Marketing Consultant

Selected projects

J. Kenney Canadian Immigration Consulting — Marketing Strategy and Demand Generation

- Developed a custom paid-media strategy for a Vancouver immigration consulting company that generated a 700% ROI.
- Implemented and managed separate copywriting, landing-page, and lead-capture strategies for individual paid advertising channels, including Google Ads, YouTube, Facebook, Instagram, and Reddit.
- Built landing page strategy and client stories pages.

The Property Owl — Marketing Strategy

- Developed lead qualification strategy with automated messaging.
- Sent lead data to HubSpot to update contacts and leads automatically.
- Developed marketing strategy, landing-page design, and copywriting.

BuySellAds — Content Marketing Strategy, Editor

Making complex marketing ideas useful to working marketers.

- Directed writers and illustrators, shaping article concepts, briefs, drafts, and visual assets on a weekly publishing schedule.
- Developed editorial strategy based on personas and search intent that grew readership across the blog and website through in-depth content.
- Commissioned and edited collaborative articles with industry authors and influencers, sourcing interviews, illustrations, and supporting research.
- Conceived long-tail search articles, 75% of which reached the top position in search results within five months of publication.
- Published content that influenced a combined \$150,000 in revenue within five months via assisted and last-click attribution.
- Wrote conversion-focused copy for the homepage, customer stories, and other sales initiatives.

“Cole is a true marketing professional. If you’re looking for an efficient, strategy-oriented, knowledgeable, and overall high-ROI digital marketing partner, this is your guy. I have worked with Cole on multiple projects and cannot recommend him enough. He is truly excellent.”



Coleman Williams, Co-founder, Far Away Visuals

2017 — 2018

**Monkey Group —
Marketing Manager &
Content Production
Lead**

- Directly managed a seven-person content production team, including writers, designers, a videographer, and an animator. Set priorities and directed production across four divisions. Worked with the CEO and VP of Marketing to shape broader marketing strategy.
- Owned multi-channel planning and production across email, paid media, SEO, and account-based marketing. Managed distribution across five websites, blogs, social media, YouTube channels, partner podcasts, and email.
- Grew the prospect database 80% over one year through SEO and inbound campaigns, lead magnets, landing page strategy. Built HubSpot lead-qualification and funnel processes from scratch, including segmentation, automation, and database management.
- Designed and implemented account-based marketing campaigns that contributed to long-term partnerships with Subway and PepsiCo, alongside ABM campaigns for software, consulting, and restaurant-training sales.
- Led marketing campaigns for sold-out flagship events responsible for more than \$100,000 in sales, in addition to recurring in-person workshops and webinars.
- Led a division-wide rebrand spanning brand from conceptualization through its new website and launch campaign.
- Built the company's thought-leadership program through white papers, case studies, and SEO content, interviewing experts across written, video, and podcast formats.
- Increased existing nurture campaign clicks 70% in five months through revised copy and conversion improvements.
- Pioneered remote working in the company through establishing an online collaboration system for remote work and improved internal processes, giving the team a clearer way to coordinate production across divisions.

“Working with Cole was great! As Marketing Manager, Cole is a clear communicator and experienced project manager. Cole has a knack for coordinating multichannel marketing campaigns to tell a story and support larger initiatives. This helped us consistently with campaigns aimed at selling high-value products and supporting large-scale industry events. Cole is knowledgeable, personable, and great to have in your corner!”



Layla Soeker, Digital Designer

2015 — 2017

**Monkey Group —
Marketing Coordinator**

- Planned and executed marketing across four divisions, supporting sales of software, consulting, training, online products, workshops, and large-scale events.
- Grew the company's LinkedIn audience by 10,500 followers in one year while managing distinct content schedules and messaging across its divisions.
- Worked with the CEO on account-based campaigns targeting Subway and PepsiCo that helped establish long-term partnerships. Also supported campaigns for 20+ monthly workshops, webinars, and annual symposiums.
- Owned channels across four websites, their blogs, email, paid media, and dozens of division-specific social accounts. Produced copy and design for 70+ emails, 34 blog posts, and 15 lead magnets or white papers.
- Developed inbound campaigns combining long-form SEO content, lead magnets, landing pages, and conversion testing. Highlight: a custom-developed lead magnet landing 300 organic prospects within a quarter after launch.

- Managed email strategy and communications to a reading list of 30,000. Built CRM segments and an automated qualification funnel that advanced leads based on their content engagement and behavior.
- Planned and ran paid advertising and retargeting across search and social for the company's divisions.
- Managed daily content and sales-copy updates across four WordPress websites, working directly in HTML and CSS and coordinating larger changes with developers. Managed development of an e-commerce platform and its sales automation.

2010 – 2013

WORKetc — Copywriter

- Reported directly to the CEO, designed and implemented marketing campaigns for a small software company, managed social media strategy, and developed SEO-optimized content.
- Wrote sales copy for the entire website.
- Managed documentation, technical writing and product support resources.

Soft skills

Growth leadership and managing teams	Growth systems	Demand generation
Paid acquisition & Google Ads	SEO, GEO/AEO	Content Strategy
Editorial lead	Copywriting and messaging	Lifecycle marketing
Go-to-market strategy	Custom data measurement	AI Marketing Operations
Project Management	AI Workflows	Full Stack Strategy

Tools I’ve used

Product analytics	PostHog, Mixpanel
Web analytics, testing and reporting	PostHog, Google Analytics, GA4, Google Tag Manager, Google Search Console, Looker Studio, Matomo, Hotjar, Custom In-house
MCP Integrations	Drip, Google Ads, PostHog, Search Console, DataforSEO, Help Scout, Buffer
SEO platforms	Ahrefs, DataforSEO, OpenSEO, Semrush, Screaming Frog
Advertising platforms	Google Ads (Including Youtube), Meta Suite — Facebook & Instagram Ads, Tiktok Ads, LinkedIn Ads, Reddit Ads, X Ads, behavioral display
Email and lifecycle platforms	Drip, Klaviyo, Mailchimp, ActiveCampaign, Customer.io
Automation and integrations	Zapier, Make, n8n
Sales, CRM and lifecycle platforms	HubSpot, Drip, Zoho CRM, Pipedrive, Salesforce
Content management and web	WordPress, Shopify, Squarespace, Wix, Unbounce, Instapage and custom AI-built
AI platforms	Claude, ChatGPT Work/Codex, Hermes
Video and streaming	StreamYard
Commerce and billing	Stripe, Shopify, WooCommerce
Project management, collaboration	Notion, Google Docs, Google Workspace, Trello, Clickup
Social and community platforms	Hootsuite, Buffer, Later
Support	Help Scout, Zendesk, Intercom

Education

Langara University, Certification in Project Management, 2018.

Kwantlen University — Journalism, Marketing, and Communications, 2011–2014.

Simon Fraser University — Business, Dean’s Scholarship, 2009–2010.

University of Applied Sciences Vienna — Marketing, 2014.

Google Analytics Individual Certification, 2020.

Recommendations

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Coleman Williams, Co-founder, Far Away Visuals

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Layla Soeker, Digital Designer

"In early 2017, Cole was the marketing lead at Monkey Group, and as a new consultant to the organization, he was the key to me understanding my own role. Not only did he collaborate with me quickly and efficiently, he was gracious and supportive throughout. There was no ill will or possessiveness, and as such we were able to produce some great results together. This collaboration continued through to the establishment of our new studio in 2018, during which time he was promoted to manager and was able to take on many of the broader, day-to-day responsibilities related to studio planning and production. Cole shows great willingness and ability to learn and brings a lot of applied self-learning to the table as well. I would work with Cole again, no hesitation."



Colin Stein, VP of Marketing

"When I hired Cole as the Marketing Coordinator at Monkey, we didn't have a proper marketing division, so he was essentially a one-man marketing department. Cole wasted no time and stepped up to the challenge of covering the gaps in a timely way. He worked quickly at developing his marketing skills and managed campaign design, content distribution across our channels, inbound marketing strategy, database management, prospect generation, website management and design, social media, and content creation across our divisions. Cole was responsible for campaign design for many of our initiatives, including regular workshops and webinars, our annual flagship symposium, and brand transitions. It was a natural progression for Cole to be given the Marketing Manager position for a new marketing division, where he managed a team of creatives to accomplish large-scale projects supporting marketing initiatives across our three divisions. It's been a pleasure watching Cole grow from coordinator to manager and develop the hard and soft skills that make him a great asset for any team."



Goldie Leoppyk, Head of Growth

"Over five years, Cole helped transform marketing at Gravity Wiz from a one-wizard party trick into a proper marketing operation. He had his hands in just about everything — content, email, paid acquisition, product launches, partnerships, analytics, and eventually leading the team itself.

Cole is creative, incredibly hard-working, and knows how to turn an idea into something real. Give him a direction and he'll run with it. Give him a problem and he'll dig in until he finds a way through it. He brought a ton of energy and care to Gravity Wiz, helped us reach a whole lot more customers, and built systems and processes that will keep paying dividends long after his time here.

Cole didn't just contribute to Gravity Wiz's growth, he helped build the marketing engine behind it. I would recommend him without hesitation."



David Smith, CEO and Founder, Gravity Wiz