



BISHOY RIAD

MARKETING OPERATIONS MANAGER

CONTACT

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TECHNICAL SKILLS

- Marketing Automation
- Salesforce CRM
- Integrations
- REST API
- Data Segmentation
- Data Analysis
- Data Visualization
- Business Intelligence
- Lead Scoring
- Responsive Design
- HTML/CSS/JS
- SEO
- CRO
- Google Ads
- Facebook Ads

CERTIFICATIONS

- IBM Watson
- Marketo
- HubSpot
- Google Analytics
- Google Ads
- Facebook Ads
- BrainStation

EDUCATION

Capilano University
Bachelor in Digital Marketing, 2016

PROFESSIONAL EXPERIENCE

Sapling, Marketing Operations Manager

2020 - PRESENT

- Manage performance of all programs and lead gen campaigns including lead scoring and nurture programs
- Perform CRO: **300% conversion lift** of SaaS product demo requests over initial 2-week period in September 2020
- Integrate and automate the Marketing Technology Stack

Fresh Tracks Canada, Digital Marketing Lead

2019 - 2020

- Worked with web team to maintain form integrations
- Launched luxury travel website, generating **\$65K+ revenue**
- Performed custom report/extract functionality in bulk via Marketo REST API and SFDC Data Loader/SOQL
- Produced Smart Lists to drive outbound engagement via Marketo as well as GA, Google Ads, Facebook and SFDC

Revenue Automation, Sr. Marketing Automation Specialist

2018 - 2019

- Led Revenue Automation's website redesign project
- Built automation flows and strategies to enhance lift
- Designed/developed IBM Watson-integrated web forms
- Designed/developed HTML emails via Watson, Marketo
- Established and maintained rapport with key clients
- Reported on drip campaign automation workflows

GV English Centres, Digital Marketing Technician

2014 - 2018

- Planned and executed inbound marketing using Pardot Marketing Automation and Salesforce CRM
- Reviewed Google Analytics reports to determine strengths vis-à-vis areas of improvement
- Optimized PPC campaigns (reduced CPC from \$5 to ~\$0.08 and CPA from \$75 to <\$2)
- Managed web update/re-design projects using Teamwork

Zen Digital, Digital Marketing Manager

2012 - 2014

- Ran Google Ads using keyword research, budget analysis
- Maintained WordPress website with custom HTML/CSS
- Managed social: Facebook, Twitter, YouTube, Instagram