

01 PROFILE

Small, agentic-first teams with disproportionate impact. That is what I build.

Growth marketing leader building acquisition engines across fintech, e-commerce, and digital products: paid media, attribution, lifecycle, and product marketing. My signature is agentic-first execution. At Bitcoin Well I reduced my team size by implementing AI across the marketing department; at Rubino I was among the first to produce fully AI native ad campaigns, at 10% of traditional production cost.

- AI native ads at 10% of traditional production cost
- Team size reduced through AI implementation
- Bilingual French and English
- 10+ years across fintech, retail e-commerce, and agency

02 EXPERIENCE

Bitcoin Well Inc.

July 2025 to Present

Director of Marketing

Bitcoin financial services, Canada and U.S. markets

- Own user acquisition strategy across Canada and the United States.
- Reduced team size by implementing AI across the marketing department, shifting execution to AI-powered workflows, including reporting and campaign operations automation.
- Lead paid growth initiatives across Google Ads and Meta Ads.
- Build attribution and measurement systems using GA4, GTM, and customer analytics tools.

Designer Brands Canada - Rubino division

September 2021 to July 2025

Director of Marketing and Digital

National footwear retailer, retail and e-commerce

- Led the marketing team across brand, performance media, and e-commerce growth.
- At the frontier of AI for content creation: among the first to produce fully AI native ad campaigns, at 10% of traditional production cost.
- Ran paid media across Google Ads, Meta Ads, and TikTok Ads.
- Owned web UX and the e-commerce stack: Shopify, Klaviyo, Attentive.

House of Youth Studios

2016 to 2021

Co-Founder and COO

Boutique creative services agency serving a handful of national brands

- Co-founded and ran the business end to end: management, client work, and delivery.
- Video production, web design, and complete website rebuilds.
- Brand identity and ad campaigns for national brand clients.

03 CORE STRENGTHS

Acquisition ■ Measurement ■ Lifecycle ■ AI and Automation ■ Leadership

Tools: GA4, GTM, Google Ads, Meta Ads, TikTok Ads, Shopify, Klaviyo, Attentive

04 EDUCATION**Master's with Honors, E-commerce**

Université de Montréal × HEC Montréal

2015 to 2017

B.A. with Honors, Economics and Cognitive Sciences

Université de Montréal

2012 to 2015

05 LANGUAGES AND INTERESTS

Languages: French and English, fully bilingual.

Interests: Macroeconomics, finance, golf, ice hockey