

# Creighton Thicke-Rattray

🇨🇦 Springbank Hill, Calgary, AB •  •  [creightontr@gmail.com](mailto:creightontr@gmail.com) •  [creightontr.com](http://creightontr.com) •  (416) 629-4006

*Marketing & Branding Specialist with 6 years of B2B/B2C marketing experience & 12 years of content creation. Focusing on building digital ecosystems, brand awareness, AI & automation, data analytics, & lead generation.*

## PROFESSIONAL EXPERIENCE

Marketing & Communications Specialist | **Canada's Sports Hall of Fame** 2025 – Present

- Achieved brand awareness goals by expanding reach from 1 in 8 to 1 in 6 Canadians between 2024 & 2025.
- Led 'The Order of Sport Awards' marketing campaign to generate 3,000,000+ social media impressions & 34,000+ livestream viewers.
- Coordinated multiple simultaneous marketing campaigns involving education programs, a company rebrand, Hall of Famer recognition (past/incoming), & new exhibits which increased digital interactions by 25%.
- Optimized paid advertising across Google Ads, LinkedIn, TikTok, & Meta leading to an average 12:1 ROAS. Monthly ad spend: \$800.
- Collaborated with corporate sponsors, such as - but not limited to - CBC, Canadian Tire, & Air Canada for sponsor specific campaigns.
- Managed a team of 3 through website rebuilds & optimized social media content strategies which increased digital engagement by 25%.
- Updated marketing protocols & internal/external communications surrounding bilingual content, anti-spam email campaigns, & data tracking to federal standards to secure \$10 million in funding.

Lead Marketer | **Strategator Marketing** 2016 – Present

- Consulted with 3 clients in 2025 which all set record highs on social media and/or website engagement.
- Coordinated press releases, interviews, and articles for major announcements featured in news outlets, average reach 75,000+ views.
- Launched & optimized paid ads across Google Ads, Meta, & Amazon, achieving 3:1 ROAS clientwide. Monthly ad spend: between \$100 - \$1000.
- Created & updated client marketing/branding materials including 4 websites, 5 online stores, 6 new logos, and 15 social media accounts.
- Designed multimedia content including infographics, podcasts, product showcases, branded merchandise, and product packaging resulting in an average of 50% increase in engagement across clients' campaigns.
- Automated marketing flows with AI & CRM tools, boosting average content output from biweekly to twice weekly.

Marketing & Advertising Coordinator | **Mitutoyo Canada** 2022 – 2024

- Contributed to 15-year sales for 2 consecutive years.
- Managed influencer partnerships with Titans of CNC and Hacksmith, generating over 25 million annual impressions. Annual budget: \$400,000+ .
- Spearheaded trade show campaigns, attracting an average of 30,000 attendees and 5,000 leads per event. Budget per show: \$100,000.
- Collaborated with magazine & email newsletter publishers, to generate an additional 100 hot leads monthly. Monthly ad spend: \$10,000.
- Boosted the brand's digital presence, by increasing website traffic from 35,900 to 85,000 users, organic impressions from 67,000 to 116,000, and monthly social media followers from 28 to 102.
- Optimized website UX/UI, landing pages, & email automation increasing CTR from 40% to 72%, monthly website leads from 16 to 160, and email open rates from 13% to 39%.

Marketing & Branding Manager | **My Party Album** 2021 – 2022

Marketing Team Member | **Wymbin** 2020 – 2022

## EDUCATION & CERTIFICATIONS

**Fanshawe College** - Post-Graduate Certificate in [Marketing Management](#) with Co-Op

- Dean's Honours List
- Relevant course topics include: Web Design/WordPress & SEO, Google Ads & Analytics, Data Analytics & Market Research, Customer Relations, Communications, New Media Marketing, Market Expansion

**Western University & York University** - B.A in Political Science, Minor in Music

- Varsity Swim Team
- Huron Underground Dramatic Society (performing sketch comedy and musicals)
- Relevant course topics include: Globalization, Economics, Politics in Film & Media, Political Campaigning, Philosophy, Political Theory, Canadian & International Political History, Music Analysis, Film Analysis, Music Performance, Music History, Music Theory, Music in Culture, Film & Television in Culture, & Musical Theatre

### Relevant Certifications

- [Google Ads](#), [Google Analytics](#), [HubSpot Marketing](#), [Salesforce Sales & Marketing](#), [Building Blocks of OpenAI](#), [Mailchimp Academy](#), [Figma Academy](#), [Shopify Academy](#), [Learn WordPress by Hubspot](#), [Adobe Creative Cloud Professional](#), [Amazon Ads](#), & [Meta Marketing Analysis](#)

## VOLUNTEERING

President | **Calgary Masters Swim Club** | *2025–Present*

- Led the board of directors through audits by Swim Alberta and the MNP Community & Sport Centre
- Advocated for increased accessibility standards for senior citizen swimmers

Board Member | **LaSalle Theatre** | *2020–Present*

- Advocated for landmark status and government funding
- Aided in accessing A-list, first-run films to premiere at the LaSalle Theatre

Athlete & Guest Speaker | **COBRA Swim Club** | *2023-2024*

- Won the 2024 Male Masters Swimmer of the Year Award
- Delivered a keynote speech at COBRA Swim Club's Awards Banquet, focusing on overcoming obstacles and life lessons that come from sport. ([COBRA Swim Club 2023 Awards Banquet](#))

Guest Speaker | **Bell Let's Talk Day** | *2018-2020*

- Delivered annual speeches to spread awareness and advocate for mental health and well-being-based resources at Huron at Western hosted student & staff events.

## ADDITIONAL SKILLS & INFORMATION

**Technical Skills:** Buffer • Klayvio • JIRA • Notion • Blocs • Semplice • Industry Research & Analysis • Lead Generation & CRM • Managing Automation & AI • Communication & Teamwork • Microsoft Office • Adobe Photoshop, Lightroom, InDesign, Illustrator, Premier, Audition, After Effects • Final Cut Pro • Canva • Shopify

**Languages:** Native in English (Reading, Writing, Speaking) & Basic in French (Reading, Writing, Speaking)

**Accomplishments:** Olympic Trials Qualifier, World Masters Championship Competitor, Family Feud Contestant

---

 Springbank Hill, Calgary, AB •  •  [creightontr@gmail.com](mailto:creightontr@gmail.com) •  [creightontr.com](http://creightontr.com) •  (416) 629-4006

**Creighton Thicke-Rattray**