

Creighton Thicke-Rattray

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Marketing & Branding Specialist with 6 years of B2B/B2C marketing experience & 12 years of content creation. Focusing on brand awareness & lead generation with data-driven strategies and implementing AI & automation.

PROFESSIONAL EXPERIENCE

Lead Marketer | **CreightonPlus.com** 2016 – Present

- Expanded active clients from 3 to 9 between 2023 and 2024, with an average of 5 yearly clients.
- Launched & optimized paid advertising across Google, Meta, TikTok, and 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 highs in 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

- Surpassed post-update download goals by 500+, achieving 1,500+ downloads in two weeks.
- Designed & managed ad campaigns across social media, Google Play Store, and App Store to drive traffic to landing pages. Increased monthly downloads from 40 to 200 (pre-update). Monthly ad spend: \$1,500.
- Implemented marketing automation which increased social media content output from weekly posts to multiple daily posts/stories/reels. Instagram followers grew from 75 to 800+
- Optimized app & website UX/UI, increasing user session durations from 24 to 78 seconds.
- Executed email and push notification systems, increasing app engagement and user retention from 1.2 to 4.3 app opens per download.

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

- Contributed to the largest group of summer camp & daycare registrants.
- Conducted comprehensive market research, analyzing customer feedback, and competitor strategies to deliver data-driven recommendations to the owner. Increase in returning families from 50 to 80%.
- Optimized UX/UI for Wymbin's website, site events increased from 3.0 to 5.8 events per user.
- Designed & implemented landing pages for paid campaigns, boosted monthly website users from 200 to 500, and increased CTR from 25 to 40%. Monthly ad spend: \$250.
- Edited 200+ hours of video footage into engaging social media and streaming content, boosted watch time from 5.1 to 8.2 minutes, and helped grow Instagram followers from 2,200 to 5,100.

EDUCATION & CERTIFICATIONS

Fanshawe College - 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
- 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

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

Guest Speaker | **COBRA Swim Club** | *2023*

- Delivered a keynote speech at COBRA Swim Club's Awards Banquet, focusing on overcoming obstacles, the value of commitment, and the importance of hard work and longevity in sports. ([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.

Band Member | **Huron's House Band** | *2017-2019*

- Multi-instrumentalist and singer for Huron's notable events.

Performer & Writer | **Huron Underground Dramatic Society** | *2016-2019*

- Wrote & performed original sketches
- Performed in multiple musicals
- Mentored first-time writers & performers

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

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

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