

DOMINIC LACHANCE

Digital Marketing Automator & Pixel Artist

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Montreal, QC



EXPERIENCE

DIRECTOR, MARKETING OPERATIONS

ISAAC Instruments

01/2022 - Present St-Bruno de Montarville, QC

As the Director of Marketing Operations, I oversee our marketing technology infrastructure, managing its various components with diligence. My responsibilities encompass integration oversight, intricate lead routing, field mapping, documentation upkeep, and operational refinement. I also assess and implement both new and existing technologies while nurturing vital vendor relationships.

DIGITAL MARKETING MANAGER

Stradigi AI

09/2021 - 01/2022 Montreal, QC

I oversee strategic management of Pardot and Salesforce, vital platforms for marketing and customer relations. This entails daily operations and comprehensive planning to optimize these tools. They efficiently nurture leads, automate marketing, and track interactions, enabling precise targeting and personalized experiences that drive conversions.

DIGITAL MARKETING STRATEGIST

Maya HTT

01/2018 - 09/2021 Montreal, QC

www.mayahtt.com

Planning, budgeting and day to day operation of the digital marketing effort. I am managing the 4 websites on the WordPress platform, social media and digital marketing using Pardot, Google Analytics and Goals process across web properties and pay per click campaigns.

- Increase corporate websites on WordPress platform traffic by over 100% YoY
- Manage digital communication channels such as press/media, partners, social media and websites
- Manage both the Salesforce and Pardot platform from development to workflows
- Manage Social Media and Google Analytics tracking (Goals) process across web properties
- Manage pay per click campaign management on Google Ads, Bing, Facebook and LinkedIn with a budget of over 150,000\$

MY LIFE PHILOSOPHY

“Strive not to be a success, but rather to be of value.”

Albert Einstein

ACHIEVEMENTS



Social Media Marketing Leader 2020 - Siemens Digital Industries Software

Best social marketing program amongs 1000 Value Added Resellers (VARs).



Top Marketing Automation 2019 - Siemens Digital Industries Software

Best marketing automation and account based marketing



Implement 100% accurate end to end lead tracking & profiling

using Salesforce and Pardot

INDUSTRY EXPERTISE

Pardot Marketing Automation



Salesforce



Account Based Marketing



Lead Generation



Content Marketing



EDUCATION

High School Diploma

Polyvalente La Seigneurie

1987 - 1991

EXPERIENCE

MARKETING SUPERVISOR

Maya HTT

11/2015 - 01/2018 Montreal, QC

www.mayahtt.com

Planning, budgeting and day to day operation of the marketing department. I managed the websites on WordPress, social media using HootSuite and other tools, Google Analytics and process across web properties, organizing webinars and seminars and manage all aspects of marketing on and offline, pay per click campaigns. I also managed Salesforce, GoToMeeting.com and WebEx and integration.

- Manage corporate websites on WordPress and communication channels
- Manage Salesforce platform from development to workflows and social profiles using HootSuite and other tools
- Manage Google Analytics and tracking process across properties and pay per click campaign management
- Organize events, webinars and seminars as well as Video Post-production on Adobe After-Effects and Premiere
- Budget management (Over 400,000\$CAD)
- Corporate Video: <https://www.youtube.com/watch?v=pTwL0SiH6B4> / <https://www.youtube.com/watch?v=GqIDpZcluzs>

INTERNAL APPLICATION DEVELOPMENT MANAGER / MARKETING & COMMUNICATION COORDINATOR

Maya HTT

11/2013 - 11/2015 Montreal, QC

As the marketing coordinator, I have handled planning, budgeting and day to day operation of the marketing department. Part of my day to day tasks include managing corporate websites on the WordPress platform, managing social profiles using HootSuite and other tools, managing Google Analytics and tracking (Goals) process across web properties, pay per click campaign management on Google Ads, Bing, Facebook and LinkedIn, organise webinars and seminars as managing all aspects of marketing on and offline. As the Internal Development Manager, I have managed and implemented administrative enterprise applications such as SharePoint, JIRA, Salesforce, GoToMeeting.com and WebEx and the integration between all these amazing software.

- Manage corporate websites on WordPress platform
- Manage JIRA infrastructure from workflows to customer access
- Manage Salesforce platform from development to workflows
- Manage social profiles using HootSuite and other tools
- Manage Google Analytics and tracking (Goals) process across web properties
- Manage pay per click campaign management on Google Ads, Bing, Facebook and LinkedIn
- Manage administrative enterprise applications such as SharePoint, WebEx and more
- Manage all internal application development
- Video Post-production on Adobe After-Effects, Final Cut Pro and Adobe Premiere
- Responsible for development of database and intranet, business applications.
- Budget management (Over 300,000\$CAD)

EDUCATION

Human Sciences DEC

College Limoilou

1992 - 1994

Cinematography and Film/Video Production

Vancouver Institute of Media Arts

1996 - 1999

MCP, Internet & MS SQL 7.0 TCP / IP

PPI Vancouver

1999 - 2000

LANGUAGES

English

Native



French

Native



CERTIFICATION

Marketing Pro Certification 2019

Siemens Digital Industries Software

Salesforce certified

Salesforce.com - 33 Badges, 21,450 Points

Google Adwords and Analytics

Google.com

Microsoft Certified Professional

Microsoft.com

SKILLS

Multimedia

Photoshop

Illustrator

InDesign

Premiere

After-Effects

Audition

Bridge

Dreamweaver

Development

PHP

MySQL

JavaScript

HTML5

Mobile Development

EXPERIENCE

SECONDARY REVENUE MANAGER

JOMEDIA INC.

- 📅 07/2012 - 03/2013 📍 Montreal, QC
- Manage games monetization and projects
 - Video Post-production on Adobe After Effects, Final Cut Pro and Adobe Premiere
 - Traffic analysis, campaign management and finding new ways of monetizing the websites
 - Manage web development projects
 - Responsible for development of database and intranet, business applications and network operation.

INSTRUCTOR / PROGRAMMER / VP OPERATIONS / PRESIDENT

Documedia Inc now Informus Group Inc.

- 📅 12/2000 - 11/2013 📍 Montreal, QC
- Manage multimedia projects, web and e-learning such as video, website, online course
 - Post-production on Adobe After Effects, Final Cut Pro and Adobe Premiere
 - Technical Instructor for Adobe, Macromedia and Microsoft
 - Supervise employees
 - Manage projects and budgets for multimedia projects, web and e-learning
 - Responsible for development of database and intranet, business applications and network operation.
 - Business Development

President

MUSIC MEDIA FACTORY INC.

- 📅 06/2008 - 09/2015 📍 Montreal, QC
- Digital and HD Recording facilities
 - Editing and mastering services
 - Online promotion
 - Song writing and music creation
 - Music production for film and video games
 - Album production and artist management

OPERATIONS MANAGER

INFORMUS CYBERSECURITY

- 📅 03/2009 - 11/2013 📍 Montreal, QC
- Online Reputation Management and Control
 - Computer Network Security Audit and Forensic
 - Corporate Investigations and Security
 - Kali Linux penetration testing

DIRECTOR OF IT SYSTEMS AND MARKETING

CLUB CANADA

- 📅 03/1998 - 10/2000 📍 Vancouver, BC
- Web design in five languages and programming databases
 - Implement a new computer network and support 10 users
 - Develop a new strategy for using the Internet
 - Manage an NT network with 5 clients and two servers
 - Support, installation and configuration of MSOffice 2000 Windows 95, 98, NT and 2000
 - Webmaster, Postmaster, Internet configuration with cable modem and Firestop

SKILLS

Web

Wordpress Joomla

Google Analytics

Amazon Web Services (AWS) Apache

Marketing

Pardot Salesforce Zift123

Google Adwords Google Adsense

Bing Ads LinkedIn Ads Vidyad

Other

Microsoft Office WebEx

GoToWebinar GoToMeeting

LiveChat Blockchain

AWARDS

★ Gold Record - Yalla Habibi
Song by Karl Wof

★ Gold Record - Ghetto Love
Song By Karl Wolf

PROJECTS

Maya HTT Corporate Video

<https://www.youtube.com/watch?v=pTwL0SiH6B4>

Datacenter Clarity LC Video

<https://www.youtube.com/watch?v=GqIDpZcluzs>

Yalla Habibi Music Video

https://www.youtube.com/watch?v=eq_o5wpZuY4

2nite Music Video

<https://www.youtube.com/watch?v=KogTH8FaPD4>

EXPERIENCE

MARKETING ASSISTANT & NETWORK ADMINISTRATOR

TAMWOOD INTERNATIONAL COLLEGE

📅 02/1998 📍 Vancouver, BC

- Implement a new computer network and support for 100 users
- Develop a new strategy for using the Internet
- Manage an NT network with 50 clients and 6 servers
- VPN, SQL database, MSOffice 2000 support, Web design, installation, configuration and Support for Windows 95, 98, NT and 2000 servers and workstation
- Webmaster, Postmaster, Internet configuration with ADSL, ISDN, VPN and Firewall
- Design of brochures, posters and website and programming a system of databases

RESERVE SOLDIER

CANADIAN ARMED FORCES

📅 04/1991 - 09/1994 📍 Location

- Recruit soldier training / 6th Artillery Regiment
- 35th Services Regiment: Maintenance mechanic