

DOMINIC LACHANCE

Digital Marketing Automator & Pixel Artist

📞 514-553-5775

🌐 www.dominiclachance.ca

✉ macromind@gmail.com

📍 Montreal, QC



EXPERIENCE

DIRECTOR, MARKETING OPERATIONS

ISAAC Instruments

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

Reporting directly to the CMO, I led a high-performing marketing operations team while contributing significantly to the demand generation strategies to establish ISAAC as a North American industry leader. I leveraged strategic thinking and precise execution to accelerate sales pipeline growth, successfully penetrating the U.S. market while maintaining market leadership in Canada.

- Structured the marketing operation team from scratch, implementing 360-degree tracking and a performing marketing stack that helped us do more with less.
- Actively contributed to building a demand generation engine through a website revamp, improved SEO, and implementation of an omnichannel paid advertising strategy. This resulted in a 650% increase in monthly website traffic, a 200% increase in organic traffic, and a 483% increase in sales leads. Marketing contributed to 30% of the direct sales factored pipeline and influenced 100%.
- Established performance management infrastructure using Google Big Query and dashboards using Tableau for data-driven decision-making and results optimization, while optimizing the Marketing Tech stack, including strategic use of AI for productivity maximization and Wrike as a project management platform.

DIGITAL MARKETING MANAGER

Stradigi AI

📅 09/2021 - 01/2022 📍 Montreal, QC

I oversaw the 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.

- Boosted click-through rates by 40% by revamping SEO and PPC strategies.
- Reduced customer acquisition cost by 15% by optimizing funnel conversion strategies.
- Coordinated the development of 10 major marketing initiatives involving cross-functional teams.
- Increase corporate websites on WordPress platform traffic by over 100%
- Manage both the Salesforce and Pardot platform from development to workflows
- Manage social media and Google Analytics tracking (Goals) process across web properties

MY LIFE PHILOSOPHY

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

Albert Einstein

INDUSTRY EXPERTISE

Pardot Marketing Automation



Salesforce



Account Based Marketing



Lead Generation



Content Marketing



LANGUAGES

English

Native



French

Native



KEY 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



Siemens Top Marketing Program 2018

Award given to the top marketing program created by a Siemens PLM value added reseller (VAR).

EXPERIENCE

DIGITAL MARKETING STRATEGIST

Maya HTT

📅 01/2018 - 09/2021 📍 Montreal, QC

🌐 www.mayahtt.com

I was in charge of the planning, budgeting, and day-to-day operation of the digital marketing effort. I was 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
- Increased social media engagement rate by 30%, boosting overall brand awareness and customer interaction.
- Boosted email marketing response rate by 25% by leveraging advanced segmentation techniques and personalized content.
- Achieved a 60% increase in lead generation by deploying a comprehensive inbound marketing strategy.

MARKETING SUPERVISOR

Maya HTT

📅 11/2015 - 01/2018 📍 Montreal, QC

🌐 www.mayahtt.com

I was in charge of the 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)
- Increased web traffic by 30% by crafting targeted email campaigns and personalized content strategies.
- Captured market share in a new demographic by 10% by leveraging social media marketing and SEO optimization techniques.

KEY ACHIEVEMENTS



Siemens Best Marketing Lead 2017

Best marketing automation and account-based lead generation



Implement 100% accurate end-to-end lead and performance management

using Salesforce and Pardot



Gold Record - Yalla Habibi

Song and Music video production
<https://www.youtube.com/watch?v=HjbUC66Bt6Y>



Gold Record - Ghetto Love

Song and Music video production
<https://www.youtube.com/watch?v=n-hZRNIF68s>

EDUCATION

MCP, MS SQL & TCP / IP

PPI Vancouver

📅 1999 - 2000

Cinematography and Film/Video Production

Vancouver Institute of Media Arts

📅 1996 - 1999

Human Sciences DEC

College Limoilou

📅 1992 - 1994

High School Diploma

Polyvalente La Seigneurie

📅 1987 - 1991

CERTIFICATION

Marketing Pro Certification 2019

Siemens Digital Industries Software

Salesforce certified

Salesforce.com - 33 Badges, 21,450 Points
<https://www.salesforce.com/trailblazer/domainiclachance>

Google Adwords and Analytics

Google.com

Microsoft Certified Professional

Microsoft.com

EXPERIENCE

INTERNAL APPLICATION DEVELOPMENT MANAGER / MARKETING & COMMUNICATION COORDINATOR

Maya HTT

📅 11/2013 - 11/2015 📍 Montreal, QC

As the the marketing coordinator at Maya HTT, I 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.

- Manage corporate websites on WordPress platform
- 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
- Responsible for development of database and intranet, business applications.
- Budget management (Over 300,000\$CAD)

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

📅 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

RESERVE SOLDIER

CANADIAN ARMED FORCES

📅 04/1991 - 09/1994 📍 Location

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

SKILLS

Multimedia

Photoshop

Illustrator

InDesign

Premiere

After-Effects

Audition

Bridge

Dreamweaver

Development

PHP

MySQL

JavaScript

HTML5

Mobile Development

Web

Wordpress

Joomla

Google Analytics

Amazon Web Services (AWS)

Apache

Marketing

Pardot

Salesforce

Zift123

Google Adwords

Google Adsense

Bing Ads

LinkedIn Ads

Vidyard

Other

Microsoft Office

WebEx

GoToWebinar

GoToMeeting

LiveChat

Blockchain

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