

# DOMINIC LACHANCE

## Digital Marketing Automator & Pixel Artist

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📍 Montreal, QC



## EXPERIENCE

### DIGITAL MARKETING STRATEGIST

#### Maya HTT

📅 01/2018 📍 Montreal, QC

🌐 [www.mayahtt.com](http://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\$

### MARKETING SUPERVISOR

#### Maya HTT

📅 11/2015 - 01/2018 📍 Montreal, QC

🌐 [www.mayahtt.com](http://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>

## MY LIFE PHILOSOPHY

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

Albert Einstein

## ACHIEVEMENTS



### Social Media Marketing Leader 2020

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



### Top Marketing Automation 2019

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



## EXPERIENCE

### 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)

### 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.

## EDUCATION

### High School Diploma

#### Polyvalente La Seigneurie

1987 - 1991

### 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

# EXPERIENCE

## 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

## 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

# AWARDS

★ **Gold Record - Yalla Habibi**  
Song by Karl Wolf

★ **Gold Record - Ghetto Love**  
Song By Karl Wolf

## EXPERIENCE

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### 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

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### RESERVE SOLDIER

#### CANADIAN ARMED FORCES

📅 04/1991 - 09/1994 📍 Location

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

## PROJECTS

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### Maya HTT Corporate Video

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

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### Datacenter Clarity LC Video

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

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### Yalla Habibi Music Video

[https://www.youtube.com/watch?v=eq\\_o5wpZuY4](https://www.youtube.com/watch?v=eq_o5wpZuY4)

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### 2nite Music Video

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