



Anthony Neal Macri

Senior Digital Marketing Strategist

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With over 10 years of experience working for some of the fastest growing startups in North America and one of the largest dating websites in the world I bring "out of the box" creative thinking and ROI focused digital marketing expertise. Working for fast growing start-ups has taught me how to build, manage and deliver internationally tailored marketing strategies across channels.

EXPERIENCE

Accelerated Connections Inc.

August 2016 - Present

Director of Marketing

Lead the development, implementation and execution of innovative marketing strategies and tactics to grow ISP market share and positioning Accelerated Connections Inc. as the preferred choice for Canadian small Businesses.

Managed all external marketing communications during the acquisition of the brands OneConnect and the rebranding of Canopco.

QuickTapSurvey

December 2015 - August 2016

Director of Marketing

Direct digital marketing, product marketing, communications, promotional events, company web site, and advertising. Develop and implement KPIs for marketing team. Control advertising budget and ROI. Manage direct reports. Report to President & CEO.

Spearhead special events: conceived and executed a plan to bring all agencies out sourced work in-house. Updated and redesigned company website. Managed press coverage, marketing strategy, and special promotional activities for the new online survey product launch.

AshleyMadison.com / AvidLifeMedia

September 2011 - November 2015

Director of SEO & Digital Strategy

Developed digital marketing strategies while working in conjunction with international country managers for 5 web properties in 53 separate markets. Implemented new digital strategies and processes to achieve company revenue goals for each market.

Worked with CEO and COO to plan the launch of the website in over 60 countries. Managed the digital aspect of each launch including PR, translations of ads & the sourcing of local agencies.

Lakehead University

September 2008 - May 2011

Technical Support Analyst

Diagnose, troubleshoot and resolve a range of software, hardware and connectivity issues throughout campus. Excel in asking probing questions and researching, analyzing and rectifying problems experienced by faculty staff.

MicroAge

June 2007 - September 2008

Project Manager

Recruited by Lundin Mining to provide project management over large-scale, top-priority and complex internal project management software. Managed a team of 5 in-house employees and 25 developers overseas.

EDUCATION

Lakehead University

2008 - 2011

Bachelor of Arts in Political Science & Economics

Minor in Business & Sociology

Liceo Leonardo Da Vinci (Italy)

2003 - 2007

Diploma in Computer Science

Final score 96/100

LANGUAGES

English (Bilingual Proficiency), **Italian** (Native), **Spanish** (Limited Working Proficiency)