

SANTIAGO GODOY

Marketing & BD Professional



PROFILE

Marketing & business development professional with over four years of experience. Seasoned campaign manager, utilizing the leading client acquisition strategies to achieve breakthrough results for small, medium, and large-sized firms. Experienced in ABM strategies and tactics to generate meetings with C-suite executives. Proficient in using the leading CRM platforms to create outbound prospecting and automation processes. Strong understanding of what it takes to lead growth efforts in the client service industry.



www.santiagogodoy.com



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PROFESIONAL SKILLS

Practical Experience With:

SalesForce	Linkedin Ads
Hubspot	Linkedin SalesNav
Outreach	Facebook Ads
Seamless	Google Suite
Zapier	Adobe Suite



INTERESTS

My passion for creative collaboration has lead me to produce and market live music events through my events organisation Always Dale. We have quickly grown to be one of the premier event brands in my city! I also love to stay active through a range of activities including soccer, weightlifting, and hiking, snowboarding, and rock climbing.



WORK EXPERIENCE

Business Development Specialist

MAR 2022 - JUNE 2022

CONNECTED

- Responsible for lead generation, ad management, copywriting, and outbound campaigns. Successfully used Salesforce, Outreach, Seamless, LinkedIn Ads, and LinkedIn SalesNav to achieve ABM campaign goals.
- Created original email and LinkedIn campaigns that resulted in **meetings with C-suite executives and speakers at events.**
- Improved LinkedIn Ad performance **lowering the cost per lead by 40%**. Managed 5-figure monthly ad spend budgets while implementing A/B testing across campaigns.
- Connected was acquired by ThoughtWorks during my probation period and my position was terminated.

Business Development Specialist

APR 2020 - MAR 2022

TACTICA INTERACTIVE (ON CONTRACT, FULL-TIME)

- Asked to return and be responsible for a variety of new market exploration and business development activities. Developed Hubspot expertise to continually improve tracking, reporting, and outreach efforts in the digital health space.
- Created new lead generation processes leveraging automation, personalization, and outsourcing resulting in over **\$500K worth of accounts in the United States.**

Business Development Co-op

SEP 2019 - JAN 2020

TACTICA INTERACTIVE

- Helped improve the outbound marketing process through process recommendations that resulted in a **10X increase in outbound marketing efficiency.** Used A/B testing and statistical analysis to improve targeting for marketing campaigns.

Marketing Manager

DEC 2018 - MAY 2019

BINARY VISION STUDIOS

- Collaborated directly with the CEO to create and execute a full marketing plan. Filmed, distributed content, and analyzed analytics to pivot marketing strategy. Saw an **over 50% increase in following** across all social media platforms and was responsible for 20% of their leads.



EDUCATION

Bachelor of Commerce (Honours)

SEP 2015 - OCT 2020

ASPER SCHOOL OF BUSINESS, UNIVERSITY OF MANITOBA

Majoring in Marketing & International Business
Integrated Marketing Communications MKT 3390: A
Fundamentals of Marketing MKT 2210: A
Digital Marketing MKT 3240: A

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COMMITTEE POSITIONS AND MEMBERSHIPS

Brand Ambassador

2018-2019

QUEENS MARKETING
ASSOCIATION CONFERENCE (QMAC)

Attended QMAC in 2018 where I participated in live workshops and case competitions with marketing students from across Canada. Was Offered to be a Brand Ambassador where I now facilitate in distributing information about the event to University of Manitoba students.

Committee Member

2018-2019

BILL MOIR SPEAKER SERIES

Provided input for deciding speakers on behalf of University of Manitoba students.

Member

PRESENT

ADVERTISING ASSOCIATION OF
WINNIPEG

Member of the Advertising Association of Winnipeg.



LEADERSHIP EXPERIENCE

President

MAY 2018- MAY 2019

UNIVERSITY OF MANITOBA MARKETING ASSOCIATION (UMMA)

- Lead and managed a team of 9 student executives to rebrand and improve UMMA.
- This brought an over 15% increase in membership and an **over 35% increase in ticket sales** to our Premier event. Resulting in selling out



RELEVANT VOLUNTEER POSITIONS

Marketing Academic Team Member

MAY 2019 - JAN 2020

JDC WEST

- Practiced competitive marketing cases 4 hours a week in preparation to represent the U of M marketing team at JDC west. **Placed 2nd nationally against the top business schools in western Canada.**
- Improved presentation skills, marketing knowledge, and teamwork abilities during this time.

Manager of Corporate Relations

MAY 2016 - MAY 2017

THE COMMERCE STUDENT ASSOCIATION

- Reached out and professionally communicated with Winnipeg's top companies. **Achieved and managed 70% growth in my portfolio totaling \$28,000 of corporate sponsorship.**
- Strengthened relationships and expanded accounts utilizing Salesforce to track progress.



CASE COMPETITION EXPERIENCE

Second Place Nationally - Marketing

JAN 2020

JDC WEST

- Competed nationally representing the University of Manitoba in the marketing discipline. With two teammates, we had three hours to prepare a solution to a marketing challenge and be ready to present a full marketing plan to a panel of executives. We proudly placed second out of thirteen teams from across western Canada.

Second Place & Third Place

OCT 2018/2017

INVESTORS GROUP CASE COMPETITION

- Challenged to prepare and present a solution to a complex general business case, with a team, in under three hours. Competed twice and placed in the top three both times.

Second Place

FEB 2017

MARKETING ASSOCIATION CASE COMPETITION

- Worked with two fellow Asper students to prepare and present a solution to a complex marketing case in under three hours.