



CHRIS KOWALCZYK

Marketing Automation • Email Marketing
Writing • Graphic Design

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L8E 0G5 :

A driven and unique professional with a wide range of experience that is determined to build a successful career in marketing operations. With a willingness to learn and provide new ideas, I bring versatility to any position and I'm ready for a new challenge.

EDUCATION

 **Course - Marketing Plans and Implementation**
McMaster University Centre for Continuing Education (2016)

 **Master of Science in Sport Administration**
Canisius College (2011)
GPA 3.96

 **Bachelor of Arts in English/Writing**
State University of New York at Potsdam (2008)

MARTECH STACK



CERTIFICATIONS

-  **Adobe Certified Expert**
Marketo Engage Business Practitioner
Marketo (2016, 2023)
-  **Fundamentals of Next-Gen Marketing**
6sense (2023)
-  **RingLead Certification**
ZoomInfo (2023)
-  **Email Deliverability Fundamentals**
Blueshift (2022)
-  **Enterprise Certified**
Knack (2022)
-  **Conversational Marketing**
Drift (2021)
-  **Lead Nurturing Pathway**
SiriusDecisions (2019)
-  **Eloqua B2B Master Certificate**
Oracle (2018)
-  **Email Marketing Certificate**
HubSpot Academy (2018)
-  **Salesforce Certified Pardot Specialist** (2018)

See more: www.linkedin.com/in/chris-sc-kowalczyk

EXPERIENCE

Marketing Operations Manager

Absolute Security - Vancouver, BC - February 2024 - Present

ABSOLUTE

- Marketing Operations Manager responsible for overseeing Adobe Marketo Engage operations, managing campaign execution, data governance, and MarTech system optimization.
- Collaborate cross-functionally with global marketing, sales, channel, and partner teams to ensure operational excellence, consistent data flow, and accurate reporting.
- Act as the central triage and escalation point for all integrated MarTech tools — including Drift, Vidyad, Demandbase, ZoomInfo, Stensul, ON24, Traction Complete, Jiffenow, and LinkedIn Lead Gen — ensuring alignment with Marketo and Salesforce (SFDC).
- Lead internal enablement, documentation, and training initiatives to streamline campaign operations, data hygiene, and system adoption.
- Campaign Operations: Build, QA, and optimize global campaigns (emails, events, webinars, nurtures) with scalable Marketo program templates.
- Data Strategy: Govern data integrity through normalization, segmentation, scoring, and data flow management between Marketo, Salesforce, and enrichment tools (ZoomInfo, Drift, Demandbase).
- Reporting & Analytics: Develop automated and recurring reporting dashboards (email metrics, nurture performance, lead lifecycle) to support strategic decision-making.
- Technology Ownership: Integrate and manage marketing systems (Drift, Vidyad, ON24, Jiffenow, Stensul, etc.) Own troubleshooting, user enablement, and roadmap prioritization for all MarTech integrations.
- Cross-Functional Alignment: Partner closely with campaign managers, sales operations, and field marketing to align workflows, tracking, and campaign attribution.
- Governance & Compliance: Oversee GDPR, CAN-SPAM, and CASL compliance via global preference centers and communication limit enforcement.
- Innovation: Continuously evolve the automation and data processes within Marketo and Salesforce to improve efficiency, scalability, and lead quality.
- Major Projects and Accomplishments:**
 - Led the build-out of comprehensive email reporting, segmentation, and normalization programs that enhanced data accuracy and campaign targeting across Marketo and Salesforce.
 - Developed an advanced Country and State normalization framework and updated all forms to ensure global data consistency.
 - Built and launched the new Lead Scoring Program to strengthen lead qualification.
 - Integrated key MarTech systems including LinkedIn Lead Gen, Vidyad, Jiffenow, and Marketo Sales Insights to expand automation and sales visibility.

Continued below

HONOURS

- ACTIVATE Leadership Program - develop personally as a marketing leader while sharing effective strategies
- SUNY at Potsdam, Dean's List - Fall 2007 (3.37)
- Recipient of "Crusher's" Coaches Award for Men's Varsity Lacrosse - 2008
- Team captain for Men's Varsity Lacrosse - 2008; Member from 2004-2008
- Member of Men's Varsity Hockey - 2005-2006



VOLUNTEER WORK

Wee Watch Child Care Board Member -
Burlington, ON - December 2019 - November 2020

2012 Hockey Night in Canada's Play On! National Championships - Niagara Falls, ON - September 2012

- Provided tournament support during the Play On! National Championships

Ontario Basketball Association -
Toronto, ON - March 2012

- Provided support during the OBA Provincial Tournaments.

Nike Hockey SPARQ Combine -
London, ON - May 2011

- Assisted certified Nike personal trainers and part of take down crew.

English Teacher at Orphanage -
Daegu, S. Korea - Nov. '08 - Aug '09

- Taught English to Korean teenagers and spent time with the children.

Habitat for Humanity - Potsdam, NY - 2007

- Contributed towards building a home in the community.



OTHER NOTABLES

- Microsoft Office
- Mac OSX
- American Sign Language - Level 1
- National Officiating Certification for the Canadian Lacrosse Association ('97, '02)



PERSONAL

- To become certified as a Salesforce Administrator
- Continue to play men's league hockey
- PG: train for marathon - 5km, 10km, 15km, half m and 30km completed.
- Learn more about home renovations and DIY projects.



EXPERIENCE

- Created a streamlined Marketo list import and documented governance process, improving efficiency and reducing sync errors with SFDC.
- Launched the Nurture Traffic Controller to manage ABM and lifecycle nurtures and ensure engagement alignment across programs.
- Built the Renewal Customer Program and Secure Endpoint automation, including velocity scripting and CC logic for Japan communications.
- Implemented communication limits, honeypot safeguards, and centralized Interesting Moments to improve deliverability and data hygiene.
- Built and implemented the SFDC Parent-Child Campaign Hierarchy, ensuring end-to-end visibility across all campaign types and channels.

Marketing Automation Manager

Solace - Kanata, ON - September 2021 - February 2024



- Solely responsible for managing Solace's Marketo instance and Salesforce connection
- Build programs and campaigns for tradeshow, virtual tradeshow, seminars, webinars within Zoom and BrightTalk, workshops, email campaigns, gated content, Vidyad video tracking, evergreen social programs, paid advertising, social, list imports, forms, list management, segmentations, etc.
- Manage relationships with multiple consultancies
- Major Projects and Accomplishments:**
- Trained and managed a co-op student from May-Dec, 2022
- Implemented Marketo naming convention for programs and emails, which in turn provided effective reporting within RCE and Marketo
- Built out all RCE email reporting from scratch - including subscription-based benchmark reporting comparing industry vs. MoM vs. YoY per a diverse list of segments, YTD heat grids to determine best deployment time, and ad-hoc reports and subscriptions to allow for data driven decisions
- Built out four nurtures programs from scratch with assistance from various marketing members - two focused on Event Driven Architecture within the APAC (S. Korea and Japan), and two focused on EDA within the Retail Industry. Currently In the process of revamping our core EDA nurture program.
- Created 14 complex cloneable and tokenized programs to improve campaign velocity
- Key driver behind our core EDA Summit webinars x 2, EDA Summit Series x 4, Product Launches x 4
- Discovered and uncovered that UTM's were not carrying over, which led to a major UTM, GA, and hidden-UTM overhaul
- Simplified our newsletter subscription using key Marketo forms, Opt-in Monster forms, Uberflip forms, and Zapier connections
- Created and improved velocity with Marketo Asana project board, intake form, and automations
- Assisted with the implementation of Zoom for our webinars
- Wrote, designed, implemented both an Email Checklist and Marketo Program QA Checklist for insight and accountability
- Became certified with our email building tool Knak
- Built Email AB Testing document to allow for further optimization of emails
- Created a Recurring Email Metrics and Reporting document distributed twice a week for transparency
- Improved and simplified inherited Drift integrated Chatbot Marketo program
- Uncovered inconsistencies with Lead Lifecycle, Lead Scoring, leading to overhaul alongside consultants

Marketing Automation Specialist

PointClickCare - Mississauga, ON - April 2019 - July 2021



- Managed the end-to-end execution of journey-based marketing campaigns including content, webinars, and paid digital programs.
- Oversaw Marketo-Salesforce data management, segmentation, lead scoring, and lifecycle tracking.
- Created advanced reporting dashboards (benchmark, MoM, YoY, and heat grid analyses).
- Ensured compliance with CASL/CAN-SPAM and internal privacy policies.
- Partnered cross-functionally with stakeholders and agencies for campaign planning, QA, and optimization.