

Sabesan Thiru

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SUMMARY OF QUALIFICATIONS

- Senior marketing and digital commerce leader with **10+ years of experience** across B2B, B2C, and direct-to-consumer (DTC) environments, driving multi-million-dollar revenue growth through ecommerce and digital channels within large, enterprise organizations.
- Proven operator across acquisition, conversion, and lifecycle, working across CRM, web experience, and performance systems to deliver end-to-end execution.
- Experience identifying breakdowns in execution at scale (manual coordination, fragmented systems, lack of visibility) and introducing structured workflows to improve consistency and speed
- Strategic, hands-on operator who leads cross-functional execution with product, development, sales, and creative teams to deliver high-impact initiatives.
- Strong analytical and executional background grounded in a digital media foundation, enabling data-driven decision-making and continuous optimization.
- Hands-on experience working with developers to scope and implement workflow, system, and automation improvements across live operating environments

EDUCATION AND CERTIFICATIONS

Bachelor of Arts (Honours) **April 2014**
Communications
University of Ontario Institute of Technology

- Specialization: Digital Media

Claude Certified Architect (Anthropic) **2026**
Coursework Completed - Certification in Progress

TECHNICAL EXPERTISE

Automation & Workflow Systems	n8n, OpenAI (ChatGPT), Anthropic (Claude), Postman
Digital Commerce & Growth	Magento 2, Shopify, WordPress, SEO/SEM, CRO, Google Analytics (GA4), Google Ads, Microsoft Advertising, Search Console, SEMrush
Lifecycle & CRM	Email marketing platforms, CRM management
UX & Collaboration	Figma, Zeplin, Confluence, analytics-driven UX optimization
Development Environment	React-based frontends, VS Code, Git-based workflows, QA and release coordination
Creative	Adobe Creative Suite

WORK EXPERIENCE

Digital Integration & Web Experience Specialist

September 2021 – Current

Avery Products Canada

Whitby, Ontario

- Owned the digital experience and performance strategy for Avery Canada's direct-to-consumer ecommerce channel, with full accountability across acquisition, conversion, and retention.
- Led cross-functional execution across marketing, product, and development, structuring workflows to improve coordination, prioritization, and delivery across teams.
- Defined and executed SEO strategy that increased organic revenue contribution from 21% (2022) to 36% (2023), sustaining high-30% contribution levels through 2025 and establishing organic search as a primary DTC revenue driver.
- Built and led a CRO experimentation program that delivered a 100% increase in Q4 conversion rate through structured A/B testing, audience segmentation, creative testing, and landing page optimization.
- Owned paid media strategy across search and performance channels, aligning spend, creative, and targeting with promotional calendars, merchandising priorities, and revenue objectives.
- Led lifecycle and promotional email programs for a 500k+ subscriber base, including bilingual (EN/FR) audiences, improving engagement while reducing list decay and unsubscribe rates.
- Established structured workflows for landing page production, QA, and campaign execution, reducing manual coordination and improving speed-to-market across teams.
- Directed UX and conversion improvements across navigation, site structure, and page performance using data-informed user journeys and behavioral insights.
- Partnered with development teams to plan, scope, QA, and launch ecommerce enhancements, tracking updates, and high-impact landing page initiatives.
- Established streamlined workflows for landing page production, QA, and campaign execution, improving speed-to-market and cross-team efficiency.
- Conducted competitive and pricing analysis to inform media strategy, merchandising decisions, and promotional planning.
- Led planning and implementation of a customer-facing LLM-powered chatbot, defining use cases, conversation flows, and integration within the broader customer experience.
- Identified breakdowns in execution across teams and introduced structured workflows to improve visibility, reduce delays, and standardize delivery.

Technical: Magento 2, Google Analytics (GA4), Google Ads, Looker/Data Studio, SEMrush, Hotjar, Dotdigital, Adobe Creative Suite, Figma, Zeplin, DAM systems, Microsoft Excel, n8n, OpenAI (ChatGPT), Anthropic (Claude), Postman

Sales & Marketing Manager

2020 – 2021

Healthcare Services Organization (Confidential)

Mississauga, Ontario

- Led sales and marketing execution during a digital transformation and rebrand.
- Owned go-to-market delivery across website, lead generation, CRM, and local marketing initiatives.
- Rebuilt and managed the website experience, including content structure, conversion flows, and intake forms.
- Managed inbound lead flow, CRM tracking, and follow-up processes to support conversion and pipeline visibility.
- Managed marketing budgets, performance tracking, and ROI reporting; partnered with operations and external vendors on execution.

Marketing Specialist

January 2019 – April 2020

Dot Lighting Canada

Markham, Ontario

- Owned day-to-day marketing operations, working cross-functionally with product, sales, and leadership teams to support product launches and ongoing brand initiatives.

- Led the marketing function across brand, web, and creative, overseeing graphic design, website updates, and digital assets to ensure quality, consistency, and alignment with business objectives.
- Developed and executed data-driven marketing strategies informed by market research, customer insights, and industry trends to improve reach, positioning, and engagement.
- Led a brand refresh initiative, updating messaging and marketing materials to better articulate the company's value proposition and differentiate within a competitive category.
- Planned and executed cost-effective marketing programs across digital and traditional channels, including representing the brand at National Hardware Show 2019 (Las Vegas) to support visibility and sales enablement. Owned website content and updates, ensuring a user-friendly, optimized web experience aligned with evolving product and brand priorities.
- Managed external communications across print, digital, social, and trade media to maintain consistent brand messaging. Partnered closely with internal teams to coordinate product updates and go-to-market communications, strengthening alignment between marketing, sales, and product.

Digital Marketing Specialist
CreativeWorks Marketing

June 2017 – December 2018
Markham, Ontario

- Delivered end-to-end digital marketing and web initiatives for multiple client accounts, supporting SEO, paid media, and website performance objectives.
- Led the design, launch, and optimization of client websites, owning on-site SEO, content structure, UX considerations, and ongoing performance improvements.
- Managed Google AdWords (PPC) campaigns, optimizing targeting, creative, and budgets to improve click-through rates and ROI.
- Conducted keyword research, site audits, and competitive analysis to inform SEO and SEM strategy and improve search visibility.
- Leveraged Google Analytics and performance reporting to track KPIs, surface insights, and guide ongoing optimization efforts.
- Developed and executed digital campaigns across web, email, and social channels to support lead generation and brand visibility.
- Created wireframes, sitemaps, and digital layouts to support user experience and conversion-focused design.
- Partnered with internal teams and clients to translate business objectives into effective digital executions.

Digital Media Coordinator
Armadillo Building Products

January 2017 – June 2017
Toronto, Ontario

- Designed, launched, and maintained websites with a focus on implementing on-page and off-site SEO strategies to increase online visibility and search rankings.
- Developed, executed, and optimized comprehensive social media campaigns across multiple platforms, successfully increasing engagement rates and supporting SEO objectives.
- Collaborated with cross-functional teams, including marketing, design, and content, to create cohesive digital media strategies and support brand consistency.
- Created visually compelling graphics for web, social media, and print advertising to enhance brand recognition and customer engagement.
- Edited and produced video content for multi-channel distribution, ensuring high-quality standards for both web and television.