

Chichi Emeka

DEMAND GENERATION | REGIONAL MARKETING STRATEGY | REVENUE & PIPELINE GROWTH

403-700-5606 | chichipemeka@gmail.com | [linkedin.com/in/chichiemeka](https://www.linkedin.com/in/chichiemeka) | chichiemeka.com | Calgary, AB

PROFESSIONAL SUMMARY

Demand generation and regional marketing professional with 7+ years of marketing experience across technology, SaaS, and financial services. Lead integrated marketing strategy across two North American regions, with direct ownership of \$800K+ in annual marketing budgets and full-funnel performance reporting. Demonstrated ability to optimize marketing investments, including a strategic \$140K budget reallocation that contributed to \$2.24M in early-stage pipeline. Experienced in partnering with regional sales leadership, driving cross-functional initiatives, and leveraging performance insights to accelerate pipeline growth. Bring global marketing experience across EMEA, APAC, and LATAM, with a strong understanding of adapting marketing strategies to regional market dynamics.

SKILLS & EXPERTISE

Regional Demand Generation & Growth Strategy	Integrated Multi-Channel Campaigns & GTM Execution
Pipeline Generation, Attribution & Revenue Growth	Global Marketing Strategy & Regional Localization
Marketing Budget Management & ROI Optimization	Partner, Channel & Event Marketing Strategy
Full-Funnel Analytics & Performance Reporting	Sales Alignment & Cross-Functional Leadership
TECHNICAL TOOLS	
Salesforce Marketo HubSpot Google Analytics SEMrush Wrike Jira Confluence ClickUp Adobe Creative Suite	

PROFESSIONAL EXPERIENCE

Demand Generation Manager, Marketing SMART Technologies | Calgary | Oct 2025 - Present

- Lead regional demand generation strategy across North and Southeast territories, overseeing an annual marketing budget of \$800K+ to drive pipeline growth, market engagement, and revenue opportunities.
- Strategically reallocated \$140K from underperforming digital channels to telemarketing and event initiatives, contributing to \$2.24M in early-stage sales pipeline.
- Own full-funnel marketing performance tracking and reporting, analyzing MQLs, SQLs, opportunities, cost per lead (CPL), ROI, and pipeline attribution to evaluate campaign effectiveness and optimize investments.
- Develop and execute integrated multi-channel campaigns across digital marketing, events, partner programs, and outbound initiatives to accelerate demand generation and support regional sales objectives.
- Partner with regional sales leadership to identify market opportunities, align marketing investments with territory priorities, and optimize campaign strategies based on pipeline performance.
- Lead pre-event, on-site, and post-event marketing initiatives, coordinating cross-functional stakeholders to maximize engagement, lead generation, and follow-up opportunities.

Project Manager, Marketing Communications Avetta | Calgary | July 2023 - Jan 2025

- Coordinated global marketing initiatives across product, creative, communications, and marketing teams, managing cross-functional projects to support campaign execution and strategic business objectives.
- Developed and executed integrated multi-channel marketing campaigns, increasing audience engagement rates by nearly 40%.

- Managed lead generation initiatives, campaign tracking, and performance analysis to identify optimization opportunities and improve conversion rates.
- Directed a cross-functional team of 16 in the Supplier 7K Communication Project, streamlining communications for over 7,000 suppliers and reducing over-communication by 50%.
- Managed project budgets, resource allocation, and performance reporting, leveraging campaign insights to improve marketing efficiency and inform future initiatives.

Global Communications Specialist

Avetta | Calgary | Feb 2022 - July 2023

- Developed and executed global communications and localization strategies across North America, EMEA, APAC, and LATAM, adapting messaging to regional market needs and audience preferences.
- Established automated email marketing workflows using Marketo and Salesforce integrations, improving campaign delivery, audience engagement, and response rates.
- Developed and implemented a global communications strategy that increased audience engagement by 15%.
- Supported global webinar and virtual event programs, managing email promotion, registration workflows, stakeholder coordination, and post-event performance reporting.
- Developed KPI tracking and reporting frameworks to measure communication effectiveness, audience engagement, and campaign ROI, supporting data-driven marketing optimization.

Content Strategist (Contract)

Avenue Living Asset Management | Calgary | Jun 2021 - Dec 2021

- Developed and executed content and digital marketing strategies to strengthen brand visibility, audience engagement, and organic growth across multiple platforms.
- Managed editorial calendars, social media campaigns, and SEO-optimized content, including blogs, case studies, and reports.
- Increased digital engagement by 25% through strategic multimedia content development and distribution.
- Coordinated cross-functional content production, including on-site photography and video shoots, ensuring brand consistency across digital channels.

Client Service Specialist

ATB Financial | Calgary | Jan 2019 - Feb 2021

- Provided financial solutions and customer account management, strengthening client relationships.
- Managed account operations, from opening new accounts to troubleshooting online banking.
- Documented interactions and service requests using CRM systems.

EDUCATION

Master of Digital Marketing

University of Fredericton | In Progress

Bachelor of Management, Marketing

University of Lethbridge | Complete
