BASIM SALIM, MBA | STRATEGIC MARKETING LEADER

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PROFESSIONAL SUMMARY

Strategic Marketing Executive with 10+ years of experience leading cross-functional teams and executing high-impact growth strategies across B2B SaaS, EdTech, and digital services. Proven success in orchestrating demand generation, outbound GTM, ABM campaigns, and multi-channel marketing to drive customer acquisition and ARR growth. Skilled at aligning marketing with sales and product to accelerate pipeline and close enterprise deals.

- **Key Skills:** Demand Generation | Marketing Strategy | Marketing Analytics | Go-to-Market Strategy | Funnel Optimization | Team Development & Coaching | Data Driven Decision Making | ABM Campaigns
- **Communication Skills:** C-Suite Presentations | Analytical | Organized | Creative | Coaching | Training
- **Technical Skills:** Salesforce | Apollo | HubSpot | Salesloft | Adobe Suite | G-Suite | Office 365 | ChatGPT

PROFESSIONAL EXPERIENCE

Head of Marketing & Communications
Action for Humanity Canada, Toronto, ON *October 2025 – Present*

- Led integrated marketing and demand generation strategies across paid media, email, organic social, and digital channels, contributing to 77% YoY revenue growth during a major seasonal campaign, with $335K+ in attributed revenue and a 4.78x return on ad spend.
- Managed a multidisciplinary marketing team of 5 professionals, alongside external agencies, creative partners, and influencers, overseeing campaign execution, content production, and marketing performance.
- Owned marketing technology, CRM integrations, audience segmentation, marketing automation, and performance reporting, developing dashboards to monitor revenue attribution, acquisition costs, conversion rates, and campaign ROI.
- Oversaw website strategy, digital acquisition funnels, landing page development, and conversion optimization initiatives, aligning content, user experience, and campaign performance to improve customer acquisition.
- Integrated AI agents and automation into marketing workflows for market research, competitive intelligence, campaign development, creative production, and performance analysis.

Marketing, Sales & GTM Lead
DraftAid, Toronto, ON April 2024 – September 2025

- Led brand positioning and messaging strategy, differentiating DraftAid in the competitive AI landscape and increasing brand recognition.
- Launched and scaled growth experiments across paid media (Google Ads, LinkedIn), organic (SEO, blogs), outbound (Apollo, Lemlist), and lifecycle channels, achieving a 15% month-over-month growth in net new deals H1 2025.
- Owned outbound GTM engine, implementing a multi-touch, multi-channel cadence across cold email, LinkedIn outreach, and demo sequencing, contributing to the close of 3 enterprise accounts in 2025 and a $1.5M ARR pipeline target for 2025.
- Designed and optimized campaigns using modern GTM tools like Clay, Apollo, Hubspot, Lemlist, Apollo, and Make; implemented dynamic UTM tracking and playbooks for segmentation and campaign attribution.

Director of Marketing
Riva, Toronto, ON | Edmonton, AB (Remote) February 2023 – April 2024

- Orchestrated multi-channel marketing campaigns (podcasts, social media, paid ads), enhancing Riva's brand presence within the financial services sector and achieving quarterly targets of $1.5M ARR.
- Create and execute customized ABM campaigns, determine custom content requirements, and leverage a marketing mix of digital, events, email, and white-glove experiences to hit quarterly MQL targets
- Managed content marketing, digital demand gen, and campaign creative teams by coaching and developing existing members and closing talent gaps where needed.
- Managed vendor relationships with content syndication partners, review sites and 3rd party application partners and adjusted campaigns as appropriate to support marketing and business objectives.

Director of Marketing, North America
Dext, Toronto, ON January 2022 – November 2022

- Lead the marketing strategy for North America to generate demand to support sales targets and develop a marketing funnel to drive MQLs to meet sales targets of $8mm ARR
- Managed US and Canadian annual marketing budgets of $2mm, optimize marketing programs to improve CPL,CAC and conversion rates
- Lead a team of marketing managers, contractors and agencies through managing day-to-day activities, onboarding, mentoring, coaching, and ensuring continued progress on key marketing initiatives
- Managed trade, industry partner relationships, regional influencers, and local media to deliver effective marketing in building the Dext brand and story in North America
- Liaised with global and local teams in product, sales, digital, brand and operations to drive the go-to-market strategy and execution for a multi-product SaaS solution
- Managed events and webinars, email campaigns, public relation opportunities, and the creation of a portfolio of marketing collateral (e.g., case studies, infographics, product overviews, video, direct mail, landing pages)

Head of Marketing, ApplyProof
ApplyBoard, Kitchener, ON January 2021 – December 2021

- Led the development and execution of ApplyProof's marketing strategy including the development of marketing objectives, goals, strategy, and execution plans
- Developed ApplyProof's marketing calendar, outlining key programs, initiatives, communications, and events
- Crafted a variety of traditional and digital marketing assets to promote ApplyProof, at various stages of engagement, to target audience members including but not limited to one-pagers, postcards, brochures, whitepapers, eBooks, testimonials, proposals, etc.
- Planned, created, and distributed highly personalized and targeted email marketing communications to support various initiatives
- Collaborated closely with the Public Relations team, plan and execute large scale media campaigns including writing and issuing press releases, media outreach, interviews and speaking engagements.

Director of Marketing and Communications, Online Programs
Qasid Institute, Canada, United States, Jordan – Remote September 2015 – March 2020

- Remodeled and implemented company-wide online marketing program involving converting onsite programs into online programs resulting in 600% increase in online student enrollments
- Generated high levels of consumer awareness through digital paid advertising on Facebook, LinkedIn and Google Ads; resulted in further increases in a 50% increase in web traffic within two months
- Led functional development of merging onsite and online programs during the COVID-19 crisis and partnered with resulting in retaining 500+ students for summer term
- Managed recruitment of 10 new instructors, expanding department from 3 to 20 instructors and initiated training for over 30 instructors on online instruction training

Senior Program Manager, Online and Distance Education

- Grew student enrolments by 83% by doubling student enrolments per term, increased annual program revenue by 67% and exceeded term student retention goals achieving over 50% in conversion rates
- Achieved over 100,000+ video views, 40,000+ social media impressions and gained over 100,000+ in website traffic via digital advertising and marketing campaigns including live webinars, PPC/SEM and social media
- Oversaw development and improvement of creative look and feel of marketing materials to refine customer experience via infographics, photography, typography and other design elements
- Collaborated with universities, professional associations and private institutions to provide continuing education programs and courses meeting educational goals resulting in overall revenue growth by 16%

Marketing Operations Manager
Discover Permaculture, Australia – Remote October 2016 – October 2019

- Spearheaded GeoffLawtonOnline.com website redevelopment, a project that reintroduced the GeoffLawton brand as a thought leader/expert in the permaculture industry.
- Set-up, maintain and successfully launched company's flag-ship educational certificate program and generated $1.5mill at significantly higher profitability in a business with a tight financial situation
- Administered all marketing activities and email campaigns that generated 45,000+ web traffic in 2 months.
- Built all necessary landing pages, marketing automation emails and website copy for brand initiatives.
- Generated over 10,000+ customer leads resulting in over 10% increase in bottom line profitability.
- Revamped the entire customer service process to increase profitability and agent productivity by 30% in sales and customer service with Intercom.

Digital Marketing Manager, Mystic Medicine
Stouffville, Ontario March 2011 —December 2014

- Covered all phases from market research, competition analysis, digital program creation, sales strategies development, marketing, communications and execution of digital course launches.
- Grew student base by 400% in first 12 months and increased yearly revenue by 558%.
- Defined and implemented the social strategy for MysticMedicine.com, including course creation, content marketing, analytics, and strategic vision resulting in more than 40% year-over-year increase in social traffic.
- Cultivate and nurture relationships with fans and increased total social audience size on MysticMedicine.com owned and operated social media accounts on Facebook, Twitter and YouTube, by more than 300%.

Marketing Manager, SHUKR Clothing
Miami, Florida (Remote) October 2010 —March 2011

- Responsible for the implementation a variety of marketing and communications activities across the marketing mix aligned to create awareness, demand and sales for SHUKR products worldwide through the use of online advertising, print advertising, affiliate marketing, social media marketing and event marketing, through developed and managed budgets.
- Increased Facebook likes by 7000 over 2 months through Facebook Ads and increased traffic from Facebook to the website by 210% from 2009-2010
- Secured online advertising partners which lead to a successful ROI of 169% during peak season
- Successfully increased affiliate and blogger partnerships by 100% within 2 months and generated additional traffic for the website

EDUCATION

Master of Business Administration (MBA) April 2021
DeGroote School of Business, McMaster University, Burlington, ON

Bachelor of Commerce, Marketing September 2010
York University, Toronto, ON

CERTIFICATIONS

Google Digital Marketing & E-Commerce Specialization, *Google* July 2024

- **Key Skills:** Google AdWords, Google Analytics (GA4), SEO, SEM, Display Advertising, Hubspot, Canva

IBM Product Manager Certification, *IBM* July 2024

- **Key Skills:** Product Strategy, Product Lifecycle, Sprint Planning, Product Launch, Leadership, ProdBOK

Microsoft Project Management Certification, *Microsoft* December 2024

- **Key Skills:** Team Building, Conflict Resolution, Stakeholder Management, Agile, Scrum, PMP, Risk Mitigation

CAREER RELATED SKILLS

- **CRM Software:** Salesforce, Hubspot, Pardot, Mailchimp, Active Campaign, Infusionsoft
- **Digital Marketing:** Expert in paid ad (PPC) campaigns on Facebook, Instagram, YouTube, Google; proficient in web analytics platforms including Google Analytics, Mixpanel, and Facebook Insights
- **SEO and SEM**: Keyword research, backlinking, content optimization using SEMRush
- **Social Media Management**: Hootsuite, Buffer & Sprout Social
- **Web Development:** Skilled in creating websites using WordPress and Squarespace
- **Landing Pages:** Optimizing landing pages and user funnels with Unbounce, ClickFunnels, Leadpages
- **Design:** Visual creation tools including Adobe Creative Suite (Photoshop, Illustrator), Figma, Canva
- **Team Collaboration:** Team collaboration with Slack, Microsoft Teams, Google Workspace
- **Project Management:** Utlizing Agile and Scrum methodologies with Jira, Asana, Trello, Basecamp
- **ABM:** Creating Account-Based Marketing using Apollo, ZoomInfo, Leedfeeder, Outreach and Salesloft
- **AI Integration:** Utilizing AI applications in marketing (ChatGPT, DALL-E, Microsoft Co-Pilot, Gemini)