

# PLINIO BUZATO

+1 647.915.9120 | pliniobuzato@gmail.com | www.pliniobuzato.online

25 Selby St.  
Toronto, ON  
M4Y 0E6  
Canada

## EDUCATION

### CUNY Baruch College

- B.A. Corporate Communications
- Minor in Graphic Design

### SUNY Westchester College

- A.S. Digital Filmmaking
- Graduated with Honors
- Katie C. Memorial Scholarship

### Anhanguera University

- B.A. Advertising & Marketing

## PROFICIENCIES

- **Project management:** G Suite, Asana, Office, Monday, Jira, Click-Up
- **Analytics:** Google Analytics, Google Data Studio, Power BI, Supermetrics, Excel
- **Marketing automation:** SharpSpring, MailChimp, Marketo, HubSpot
- **Social:** HootSuite, Social Pilot, Falcon
- **Design & Video:** Adobe Creative Cloud, Canva
- **CRM:** Salesforce, Zoho, WordPress, Wix, HubSpot
- **CMS:** WordPress, Wix, Shopify, HubSpot, Shopify

## SKILLS

- Lead & demand generation
- Integrated Marketing
- Project management
- ROI & Conversion rate optimization
- Paid & organic social strategy
- SEM, SEO and PPC
- Email Marketing
- Budget management
- Sales & Marketing operations
- Graphic, web design & video

## PROFESSIONAL EXPERIENCE

### Senior Marketing Manager PAYARC Payment Processing | Mar 2022 - Dec 2023

- Led a team of four to build and launch campaigns, plan events, and execute lead and demand generation, PR, and design/web projects.
- Generated over 6,000 leads in 2023. To date, 18% have converted into sales qualified leads, a 32% increase year-over-year.
- Lead generation initiatives included attendance at 15 events, and production of 30+ landing pages, 6 promotional and nurturing email campaigns, and 60 brand collaterals.
- Collaborated with sales and product teams to research, identify, and document B2B and B2C ICP, buyer personas and customer journeys for the core products. The effort inspired innovative new messaging, fueling successful marketing and sales initiatives.
- Increased monthly organic website traffic by 18% using inbound marketing that included blogging, white papers, a resource library, and revamped SEO strategies following a full SEO audit.
- Spearheaded the launch and management of eight B2B affiliate programs through high-converting landing pages that contributed to a 16% increase in marketing-generated leads.
- Managed social media channels, including Facebook, Instagram, and LinkedIn, growing followers from 3.6K to over 13K within 10 months.

### Digital Marketing & Demand Generation Manager EF Educational Tours | May 2021 - Mar 2022

- Collaborated with stakeholders to develop seasonal marketing plans for awareness, lead generation, and acquisition.
- Achieved a 12% boost in customer acquisition, a 21% rise in lead demand generation, and a 10% increase in organic traffic.
- Reduced the seasonal CPL from \$238 to \$75 and consistently surpassed quarterly lead generation targets.
- Boosted the email marketing list by 114% by identifying and rectifying a long-standing error in the sales lead import process.
- Delivered detailed bi-weekly performance reports to the President, VP of Sales, and Director of Marketing.
- Produced and launched successful campaigns with cross-functional collaboration, acquiring leads with an 80% conversion rate from lead submission to qualified leads.
- Strengthened communication between the sales and marketing departments by instituting bi-weekly update meetings, launching the In-Market newsletter, and conducting Marketing Leads 101 training for new hires.

### Marketing & Events Manager Vizetto | Sep 2019 - May 2021

- Led the redesign of the company's website, with a focus on refreshed brand messaging, a new SEO strategy and strategically placed CTAs, leading to a 25% reduction in bounce rates and a 22% increase in lead submissions.
- Conducted paid and organic brand awareness campaigns across search, social, and email platforms, resulting in a 20% boost in website traffic.
- Managed budgets exceeding \$100,000 and directed the preparation of contracts, invoices, shipments, and requirements for high-profile international tradeshows such as ISE, InfoComm, Enterprise Connect, and UC Expo.
- Launched 8+ channel partners globally, including Ricoh and Lenovo, with tailored marketing assets, high-impact paid campaigns, press releases, and sales training. This led to a 60% surge in market penetration and 40% revenue growth within eight months.

## ADDITIONAL EXPERIENCE

### Digital Marketing Specialist GCM Homes | Oct 2017 - Feb 2019

### Graphic Designer (Freelancer) United Nations Global Compact | Nov 2017 - Jan 2019

### Email Marketing Manager (Contractor) MBM Group | Feb 2018 - Dec 2018

### Marketing Coordinator Westchester Community College | Jan 2015 - Jan 2016