

DREW NAGELEISEN

OWNER

- Social Media • Online Marketing
 - Video • Podcast • Search Engine Optimization (SEO)
 - Blogging
- Online Advertising • Web Design
 - Digital Media • WordPress

CONTACT

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📞 (519) 496-5644

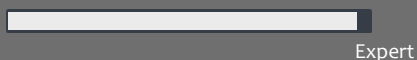
🌐 drewvox.me

91 Lorne Crescent
Kitchener, ON N2M 3Y4

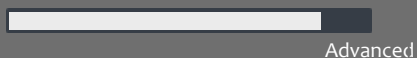


SKILLS

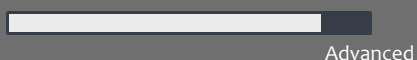
Audio production



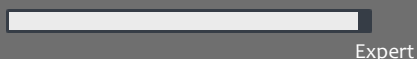
Video production



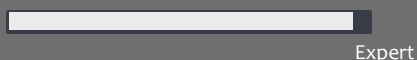
SEO



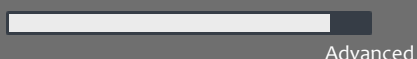
Channel Optimization



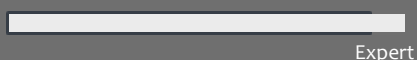
Marketing



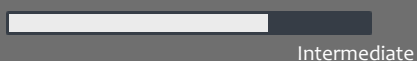
Sales



Creativity



Wordpress



Communicator, marketer and broadcaster with strong sales and business building skills for 25+ years seeking to leverage skills in order to lift KPIs for clients.

EXPERIENCE

PRESIDENT & CEO

Tri-City Scuba Centre Inc. (2014-11 – 2021-10)

- Built comprehensive business, marketing & sales plans for one of Canada's top-10 PADI dive centres – increasing sales by 60%
- Implemented processes and procedures across the 5 principal business activities: training, retail, service, rentals and travel – increasing net profit by 7% company wide
- Implemented leading dive industry software from EVE Diving
 - Automated e-mail marketing integration with Mail Chimp
 - Eliminated data silos by integrating all business activities into software
- Developed advanced-expert understanding of Google Business, Google Ads, SEO and social media
- Grew female customer base from 23 – 48% (main customer base was male 45-55 on purchasing company)

FACILITIES

OTIP/RAEO (2007-07 - 2014-11)

- Oversaw operation of 78,000 sq. ft. building
- Upgraded & managed all security, access, and surveillance systems (\$150k budget)
- Oversaw major renovation projects (\$60k – \$250k budgets)
- Managed service providers, assisted negotiating vendor contracts

DIRECTOR OF SALES & MARKETING

P&P Optica (2006-03 - 2007-07)

- Developed sales & marketing plan
- Oversaw redevelopment of website and updated branding
- Negotiated customer and supplier contracts

ADDITIONAL SKILLS

- Proficient with Adobe Creative Suit apps
- Sales
- Musician
- Self-starter
- Excellent listener