

Contact

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10720 boul Olympia,
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Education

MBA

Schulich School of Business

BA in Linguistics

Laval University

Key Skills

- Digital Adoption
- Marketing Strategy
- CRM and Campaign Automation
- Omni Channel Strategy
- Customer Experience Design
- Marketing Communications
- AI : predictive & generative
- Product Dev / Management
- Agile: Scrum, Kanban, Jira
- Coaching and mentoring

Certifications

- IC Agile Certified Professional
- Mentorship 'A Presence for All'
- Certified Leadership Coach (CLC)
- Scrum for Product Owners

Language

English French Spanish
Czech German

Stephanie Jackson

Professional Summary

I help businesses grow revenues and improve their bottom line by focusing on the right marketing strategies—executed efficiently. With 30 years of marketing experience, I know what works. I simplify decision-making, prioritize high-impact activities, and help bring them to life. I bring structure, momentum, and clarity to marketing efforts, aligning execution with business goals to deliver real results.

Work Experience

2014-2016

HTG Enterprises, Québec, Canada

Vice-President, Sales and Operations

- Rapid development and growth of short term rental business
- Operations of long term rentals; margin improvements

November 2023 - June 2025

Aurora Cannabis, Remote, Canada

Senior Director, Lifecycle Marketing & eCommerce

- Re-design and relaunch of an eCommerce site generating 9-figure annual revenue
- Evolution of automated segmented campaigns to grow customer lifetime value; 50% increase in revenues through campaigns in Microsoft D365
- Lead generation and acquisition of new customer segments through digital advertising

August 2022- November 2023

Les Formations Improov, Québec, Canada

Director, Marketing & Customer Experience

- Lead Generation. Creation of multiple targeted sales funnels. Marketing Automation.
- Growth in recurring sales following the customer experience design from the first contact

2015-2022

Rogers Communications, Montreal & Toronto, Canada

Director, Agile Marketing & Digitization Business Owner, 2021-2022

- Implementation of agile methodology. Lead a agile cross functional scrum team
- Increased digital penetration & digital transaction volumes; reduced service calls by 20%
- Developed digitization and adoption strategy

Digital Director, Fido and chatr, 2017 - 2021

- Digital strategy for Fido brand; launch of an improved tri-brand planning & intake process
- Lead product management that grew eCommerce sales from 1% to 19% of sales
- Increased employee engagement by 15 ppts

Director/Consultant, Customer Base Management, 2016 - 2017

- Change Management Lead in Marketing Automation Program
- Increased adoption of value migrations in Call Centers – program yielded several million \$
- Improved offer effectiveness for Care agents by improving targeting and presentation

2014-2016

HTG Enterprises/Mixit.ca, Québec, Canada

Co-Founder and VP Growth

- Developed, launched and ran eCommerce site www.mixit.ca in the food sector.
- Built a foodie community and a sales pipeline through social, digital and public relations. Received investment offers in French and English Dragon's Den
- Free cash flow in one year.

Work Experience - page 2

2010-2014

Vodafone, Prague, Czech Republic

Director, Enterprise Business Unit, 2013-2014

- Manage P/L for Enterprise unit and lead all marketing activities
- Over-delivered financial KPIs while growing SME and Public segment revenue market share
- Planned and realized customer experience strategy to grow customer promoter score (NPS)

Vice President Consumer & Director of Prepay (interim), 2012-2013

- Delivered budgeted contribution margin and cash flow despite price war
- Implemented new strategy to face newly deregulated market. Initiation of resale partnerships and co-branding
- Designed and launched loyalty program which increased revenue by 12% & reduced churn by 64%

Marketing and Planning Director, Consumer Unit, 2010-2012

- Delivered revenue share growth. Kept highest purchase intent in the category
- Defined planning process to better prioritize investments in customer/sales activities

2005-2009

Vodafone, Bucharest, Romania

Senior Director, Online and Internet Services

- Introduced new digital platforms: eCare, eShop and web portal. Converted customer base to eBilling
- Developed Mobile Advertising Services : product , service and new sales channels; market leader in category.
- Launched new Mobile Internet Portal and doubled data/content revenues

Senior Director, Brand and Marketing Communications

- Delivered Vodafone brand rollout across all channels, over-delivering on awareness KPIs
- Managed all communications, growing purchase intent and inbound traffic to over-achieve sales targets
- Developed sponsorship platform; negotiation of strategic assets in football / music

2000-2004

Oskar Mobil, Prague, Czech Republic (bought by Vodafone)

Director, Marketing and CRM

1996-2000

Rogers Communications, Toronto & Montreal, Canada

Director, Marketing and Customer Base Management / Segment Manager

1992-1996

American Express, Canada

Assistant Manager, Travel Services Marketing; Marketing Assistant, Consumer Card Marketing
Commercial Account Office/Credit Analyst

Volunteer Work

- | | |
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| 2025-26 | Mentor - French and English conversation workshops for immigrants and disabled residents |
| 2021-26 | President/VP/Secretary of the Board of Directors; Centre d'Action Bénévole de Montréal Nord |
| 2020-21 | Mentor; Center for the prevention of radicalisation, Montreal |
| 2021 | Moderator; Montréal Connecte, Le printemps numérique |