

CHRISTINA PASSMORE

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MARKETING STRATEGIST | DEMAND GEN, SEO & CONVERSION STRATEGY

PROFESSIONAL SUMMARY

Marketing strategist with experience leading search-led, conversion-focused marketing initiatives across B2B, e-commerce, SaaS, and marketplace environments. Brings a strategic approach to campaign execution, positioning, buyer journeys, and cross-channel marketing, translating business goals into scalable systems that support pipeline growth, customer acquisition, and brand visibility. Known for leading cross-functional collaboration across content, SEO, creative, and lifecycle marketing to improve campaign performance, strengthen engagement, and drive measurable business outcomes.

CORE COMPETENCIES

Marketing Campaign Strategy & Execution | Demand Generation | SEO & AEO Strategy | Buyer Journey & Persona Development | Lifecycle Marketing | Conversion Rate Optimization (CRO) | Product Positioning & Messaging | Sales Enablement | Cross-Functional Project Leadership | Marketing Operations | Performance Analysis & Optimization | Creative Direction | Workflow Optimization | AI-Assisted Marketing Systems | Stakeholder Collaboration

PROFESSIONAL EXPERIENCE

Hypelocal | Remote 2026 – Present
Content Strategist

- Develop and execute cross-channel marketing initiatives spanning website strategy, SEO content, email marketing, social media, and conversion-focused campaigns for clients across real estate, healthcare, technology, financial services, retail, and professional services.
- Partner with leadership, account managers, SEO specialists, paid media teams, designers, and developers to deliver integrated marketing strategies aligned with business objectives, customer acquisition, and conversion goals.
- Develop website messaging, landing pages, email campaigns, long-form content, and campaign assets that strengthen brand positioning and improve customer engagement throughout the marketing funnel.
- Devise social media strategy and creative direction by developing campaign concepts, messaging frameworks, and visual briefs that improve content performance and brand consistency across digital channels.

- Manage multiple concurrent client projects within a fast-paced agency environment, balancing competing priorities while maintaining quality, deadlines, and stakeholder communication.
- Contribute to strategic messaging, positioning, and content frameworks that support broader go-to-market initiatives and long-term brand growth.
- Build scalable AI-assisted content workflows that improve efficiency, accelerate delivery, and maintain consistency across marketing initiatives.

Big Brands | Calgary, AB 2024 – 2025
Marketing Coordinator

- Owned B2B marketing execution across retail, pharmacy, and specialty channels, aligning campaign messaging and sales enablement assets with national and independent account priorities
- Developed and maintained buyer-facing collateral, including sell sheets, line sheets, pitch decks, and conversion-focused landing pages used by the sales team in active deal cycles
- Executed and centralized a 500-SKU product catalogue to improve merchandising clarity, pricing accuracy, and sales follow-up efficiency
- Owned multi-channel lead generation execution across email, direct mail, and conversion-focused landing pages to support inbound demand and partnership opportunities
- Managed email marketing programs, including automation and drip campaigns, to support sell-in, retention, and long-term buyer relationships
- Managed social media presence across LinkedIn, Instagram, and Facebook, supporting brand visibility, partner engagement, and campaign amplification
- Partnered closely with sales and operations, leveraging NetSuite as the source of truth for SKU, pricing, and product data accuracyLed coordination and execution of cross-functional marketing initiatives, owning intake, scope definition, timelines, and delivery across retail, pharmacy, and specialty channels

Christina Ink | Calgary, AB 2019 – 2026
Marketing Consultant

- Embedded marketing execution for B2B, e-commerce and SaaS organizations, taking full ownership of content strategy, execution, and optimization across acquisition, consideration, and conversion stages
- Led search-first content programs across SEO and AI-driven discovery (AEO), improving visibility, buyer comprehension, and content performance
- Produced strategic content, including product pages, blogs, FAQs, comparison pages, and enablement assets to support evaluation, sales conversations, and decision-making
- Supported marketplace and platform content (including Amazon) as part of broader demand and lifecycle programs focused on discoverability and conversion
- Built repeatable workflows and content systems to keep execution consistent across concurrent client accounts and projects.

Brushd Beauty | Calgary, AB 2019 – 2022
Brand & Marketing Lead

- Founded and scaled a Canadian online brand, owning end-to-end product, content, and go-to-market execution (Amazon)
- Led marketplace content strategy, including keyword research, listing architecture, A+ Content, and creative optimization to improve visibility and conversion
- Developed and tested product positioning and messaging against competitive listings using real-time performance and customer feedback
- Managed the full customer lifecycle on Amazon, balancing acquisition, conversion, reviews, and retention
- Leveraged performance signals, including search rank, conversion trends, and customer feedback to inform ongoing optimization
- Generated \$100K+ in revenue within eight months through disciplined content, positioning, and marketplace execution

WestJet | Calgary, AB 2008 – 2022
Flight Attendant

- Accumulated 8,000+ flight hours in a safety-critical, highly regulated environment
- Operated in full compliance with Transport Canada safety regulations and emergency protocols
- Demonstrated strong communication, situational awareness, and calm decision-making in time-sensitive environments

EDUCATION

Carleton University | Ottawa, ON
Psychology

PROFESSIONAL DEVELOPMENT

Claude — Claude Skills Certification | HubSpot Academy — Content Marketing Certification | Social Media Marketing Certification | Google Analytics & Measurement — GA4 Fundamentals, Search Console Reporting
