

CHRISTINA PASSMORE

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B2B MARKETING STRATEGIST | DEMAND GEN, SEO & CONVERSION STRATEGY

PROFESSIONAL SUMMARY

Marketing strategist with agency and in-house experience developing demand generation initiatives across SaaS, technology, professional services, healthcare, retail, and e-commerce organizations. Experienced leading SEO, website strategy, lifecycle marketing, conversion-focused content, landing pages, email campaigns, and cross-functional marketing programs that support customer acquisition and pipeline growth. Recognized for translating business goals into measurable marketing strategies while collaborating with paid media, SEO, design, and development teams to improve campaign performance.

CORE COMPETENCIES

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 | Paid Media Fundamentals | Creative Direction | Workflow Optimization | AI-Assisted Marketing Systems | Small Team Leadership

PROFESSIONAL EXPERIENCE

Hypelocal | Remote 2026 – Present

Content Strategist

- Lead 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
- Collaborate with SEO, paid media, design, development, and account management teams to execute integrated demand generation strategies that align content, search visibility, and conversion goals
- Develop landing pages, website messaging, email campaigns, and conversion-focused content that support lead generation, customer acquisition, and pipeline development.
- Develop cross-channel campaign messaging and creative direction supporting awareness, consideration, and conversion objectives

- Contribute strategic recommendations alongside paid media specialists to improve campaign performance across SEO, content, and landing page experiences
- 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 lifecycle email marketing, automation, and nurture campaigns to strengthen engagement, retention, and partner 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

- Served as a fractional marketing partner for B2B, SaaS, and e-commerce organizations, developing integrated marketing strategies spanning SEO, content marketing, website optimization, email, and buyer journey development
- Collaborated with clients to improve search visibility, conversion opportunities, messaging, and customer acquisition through data-informed content and marketing initiatives
- 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
- Managed Amazon marketplace growth through keyword research, listing optimization, sponsored product advertising (Amazon PPC), and ongoing conversion optimization
- 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

