

Damien Fortune

Calgary, AB

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PROFILE

B2B growth marketer with \$20M+ managed ad spend. Experienced in go-to-market strategy, full-funnel performance, and marketing technology. Data-driven, fast-moving, and execution focused.

WORK EXPERIENCE

Digital Marketing Manager

Silver Gold Bull — Calgary, AB | Jan 2024 – Present

- Lead digital strategy and performance marketing initiatives.

Founder

Snow Doughnut — Remote | Jan 2024 – Present

- Build and manage marketing systems and growth programs for clients.

Growth & Performance Marketing Lead

Chatterson — Calgary, AB | Jun 2022 – Feb 2024

- Managed \$2M annual ad spend across multi-channel campaigns.
- Built experimentation roadmaps and A/B tests.
- Implemented analytics, attribution models, and marketing tech.

Growth Marketing Specialist

Sole to Soul Footwear — Calgary, AB | Jul 2020 – Jun 2022

- Drove omni-channel marketing and automation.
- Achieved 400%+ ROAS and reduced acquisition costs by 50%.
- Optimized customer journey through analytics and testing.

Omni-Channel Retail Sales Manager

JUUL Labs — Calgary, AB | Jul 2019 – Jul 2020

- Supported retail, digital, and shop-in-shop channel growth.
- Delivered insights on customer, shopper, and market trends.

Final Mile Operations Supervisor

UPS — Calgary, AB | Aug 2016 – Jul 2019

- Supervised 12–15 staff, improving safety, quality, and efficiency.
- Resolved operational issues and optimized workflows.

EDUCATION

Bachelor of Commerce (BCom), eCommerce & Business Technology Management
Athabasca University

SKILLS

Paid Media · Marketing Strategy · Growth Marketing · Analytics · Attribution · SEO ·
Conversion Optimization · Marketing Technology · Operations & Team Leadership