Adam Rothenberger | Resume

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Summary

An accomplished marketing leader with a strong track record of driving business growth. Skilled in leveraging data-driven insights to deliver measurable results with a proven ability to adapt to evolving market trends and technologies. Committed to delivering innovative marketing solutions that contribute to organizational success.

Professional Experience

Position: **Praecipio - April 2021 - Present**
- **Director of Marketing: July 2025 - Present**
- Senior Growth Marketing Manager: May 2023 - July 2025 (Promoted)
- Marketing Manager - Avant Systems Group (acquired): April 2021 - May 2023 (Promoted)

Summary:
- Progressive roles dedicated to leading B2B demand generation efforts: deploying marketing resources, multi-channel campaigns, ABM, and exclusive events to drive qualified business leads to our content and convert to service opportunities.

Achievements:
- **Led a team of seasoned marketers & BDRs to $40M marketing-attributed pipeline in 2024** deploying ads, events, and homegrown premium assets promoting the company's managed services and custom solutions.
- **Generated more than $3M in services revenue from ad-attributed sources in 2024** using a combination of Google Ads, paid social media, & account-based marketing tools and tactics.
- **Negotiated for and secured $500k in marketing development funds in 2024** from partner organizations, deployed in support of demand generation efforts.
- **Led a tiger team dedicated to artificial intelligence implementations as a service** with a GTM plan for 0-1 positioning of a home-grown private AI solution.
- **Authored several well-performing B2B marketing content assets** for paid and organic promotion.
- **Secured nearly 400 registrants** for an extremely successful product training webinar event session aimed at top-of-funnel leads.
- **Automated several lead management processes**, reclaiming time and effort for the marketing team.
- **Successfully led the integration of Canadian marketing operations** to Praecipio during Avant's acquisition in 2023.
- **Became a product marketing expert** for several Atlassian SaaS products including Jira, Confluence, and JSM.
- **Redeveloped Avant's brand, web-presence, & lead management practices,** positioning the company as an attractive acquisition and leading to more than $2M in services revenue in 2022.

Position: **Calm Air International LP - July 2019 - March 2020**
- **Marketing Manager**

Summary:
- A role dedicated to B2B and B2C airfare promotion, including digital promotion of local events across communities within the airline's network to drive ticket sales.

Achievements:
- **Built and launched Calm Air's website** featuring modern marketing tech infrastructure for landing pages, a blog, and sales & event promotions.
- **Hosted many local events throughout the Kivalliq region of Nunavut;** fostering good will between the airline and the remote communities it serves.
- **Organized several successful recruiting events** finding Nunavut-based talent to join the company as aircraft mechanics, flight attendants, and pilots.
- **Built and launched the Calm Air E-Store via Shopify,** providing an additional revenue stream in airline apparel purchases.

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Position: **Lakeview Management Inc. - April 2014 - July 2019**
- **Director of Marketing: May 2015 - July 2019**
- Marketing Coordinator: April 2014 - May 2015 (promoted)

Summary:
- Department head based at the company's headquarters, dedicated to leading all marketing efforts in promotion of stays and conference business for a chain of 14 hotels, several restaurants, and a golf course across Canada.

Achievements:
- **Rebuilt the company website and child sites** in the interest of supporting online promotions & driving demand.
- **Brought all advertising content creation and management in-house**, reducing overall marketing costs.
- **Deployed unified, consistent branding across the chain** building top of mind awareness.
- **Implemented and administrated Salesforce CRM**, providing measurable information on corporate accounts, won conference business, and bookings.
- **Revitalized the Lakeview Perks loyalty program**, eliminating costly loopholes while providing additional benefit to program members.

Position: **Grants International Inc. - January 2012 - November 2013**
- **New Product Development Specialist**

Summary:
- A research & development position meant to discover underused tax credits and government financial benefits, then build retroactive-filing processes as a service the organization could offer.

Achievements:
- **Completed more than 70 different research initiatives** in pursuit of our company's next big service offering.
- **Recovered more than $20,000 for a single test case**, providing badly needed financial assistance to our client.

Position: **Winnipeg Sun - Sun Media Corporation - August, 2010 - December, 2011**
- **Sales & Marketing Coordinator**

Summary:
- A B2C position based in the circulation department, tasked with promoting subscriptions, vendor sales, and box sales of The Winnipeg Sun newspaper and facilitating the department's day-to-day operations.

Achievements:
- **Ran several successful advertising campaigns,** increasing subscribers by 5% YoY.
- **Automated several longstanding manual tasks**, including the processing of driver delivery lists, saving time and effort across the department.
- **Developed city-wide distribution heatmaps** using location data and Google Maps API, allowing drivers to operate efficiently with deliveries.

Skills and Proficiencies

- **Advertising Platforms:** Google Ads, Bing Ads, Rollworks (Adroll), LinkedIn, Meta
- **CRM Platforms:** Salesforce (Admin), Hubspot CRM
- **Multimedia Applications:** Adobe Creative Cloud (Photoshop, Illustrator, Indesign), Canva
- **Productivity Applications:** Microsoft Office, Google Workspace, and Apple Work applications
- **Work Management & ITSM:** Atlassian (Jira Software, Jira Service Management, Confluence, Trello)
- **Information Technology:** MacOS, iOS, Windows, computer networking and cloud software
- **Website Design:** HTML and CSS, Wordpress CMS, Hubspot CMS
- **Music Production:** Garageband/Logic Pro DAWs using midi and live instruments

Education

- **Degree: Bachelor of Arts - Communications:** University of Winnipeg - Winnipeg, MB - Completed 2008
- **Diploma: Business Administration - Marketing:** Red River College - Winnipeg, MB - Completed 2010
- **Google Ads Search Certification:** Exam passed January 2025
- **Atlassian Certified Jira Service Project Manager (ACP-MJSP)**: Exam passed April 2023
- **Google Analytics 4:** Skillshop training course passed January 2022

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