

BEN EZRA

BUSINESS DEVELOPMENT & GROWTH MARKETING CONSULTANT

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PERSONAL PROFILE

- Entrepreneurial Digital Marketer with a proven record crafting innovative strategies, increasing brand visibility, and improving engagement to drive scalable business growth, increase revenue and maximize ROI.
- Multi-channel expertise (Online Strategy, SEO, Social Media, Content Production and UX Design) creating commercially aligned campaigns that reflect market trends and reinforce perceptions of brand excellence.
- AI builder and practitioner: designs and ships custom AI-powered applications, content generation systems, and chatbots that increase output, cut costs, and help businesses scale faster.
- Effective communicator, storyteller, and creative idea generator, committed to staying at the forefront of marketing technology and industry trends to drive innovation and competitive advantage for clients.

Detailed case studies with documented results: benezra.work

KEY SKILLS

- B2B and D2C Marketing and Business Development
- AI Implementation, Automation and Custom AI Apps
- Business Development and Revenue Generation
- Campaign Management and ROI Maximisation
- Digital Marketing and Asset Management
- E-Commerce Strategy and Execution
- Performance Metrics, Analytics and Reporting
- Brand Management, Optimization and UX Design
- Resource Allocation and Budget Management
- Social Media, SEO, SEM and Web Development
- Video Production and Content Development
- Email, SMS and Lifecycle Marketing

CAREER HISTORY

Marketing and Business Development Consultant

11.2018 – Present

Freelance Growth Consultant (Global Client Base)

Strategic marketing, AI implementation and revenue growth support to B2B and D2C companies across a wide range of industries including eCommerce, Software (SaaS), Real Estate Investment, Education, Health, Beauty & Wellbeing, Cannabis, Non-Profit and Investment.

- Facilitated growth for online companies leveraging creative strategies and partnerships to boost growth, drive sustainable development, and achieve the next stage in their evolution and commercial strategy.
- Supported 200% - 400% uplift in profitability for multiple companies through the implementation of bespoke marketing strategies, in addition to ensuring significant savings through process redesign and optimization.
- Helped brands deliver double / triple growth within 12-months, as well as grow their audience by c.500% on average, by designing, producing and implementing targeted video campaigns.
- Produce and edit professional video content including in-house video, podcasts and marketing videos, thereby removing cost of external production crews; for one client this saved \$20K+ by designing and building a complete in-house video and podcast studio.
- Designed and built an AI-powered content generation system for a national non-profit organization, scaling content output across all channels and regions, contributing to a 200% increase in fundraising while saving many hours of production time weekly.
- Built a custom AI-powered calorie and macronutrient planning application in daily active use, with users achieving measurable results including 15 lbs of fat loss in 8 weeks.
- Helped create a custom AI chatbot for an e-marketplace platform that automated responses to common customer questions and support tickets, significantly reducing admin and support time.

Recent projects include:

- Generated 450 targeted leads and 120 qualified investor meetings for a real estate investment firm (REIT) via a LinkedIn Sales Navigator outreach campaign, converting 15 new investors (some investing up to \$1M) alongside a full website, messaging and positioning rebuild.
- Increased store walk-ins by 800%+ and online sales by 2200% for a multi-location retail cannabis brand through a regionally segmented email and SMS marketing strategy, creative advertising within strict regulations, and promotional video production.
- Grew revenue 500% in 6-months for a major US E-Learning brand looking to expand presence in the Canadian market, through social media advertising and affiliate partnerships.
- Increased user-base 1775% from 800 to 15,000+ within 2-years for a Canadian e-marketplace, including a 230% CTR and 165% page view engagement increase through a complete platform rebuild and repositioning.
- Delivered 75% increase in CTR and 125% increase in membership signups by improving the website UX and messaging for Canada's Top Online Fitness Coaching Company.

Author and Content Creator

07.2005 – Present

Self-published books on fitness and lifestyle, as well as developing and monetizing own online presence.

- Achieved over 10,000+ D2C sales with a 700% ROI through personal website, self-publishing and marketing 3 self-development books, along with building significant brand awareness through mainstream media outlets.
- Produced and ranked a YouTube video in the top 3 search results for one of the most competitive fitness keywords, generating 2.1M+ organic views, thousands of leads and hundreds of eBook sales with zero ad spend, and growing the channel to 40,000+ subscribers.
- Built personal social media following of 45,000+ users with a 3900% growth over 2-years by creating laser-targeted, highly engaging, quality content while also leveraging SEO techniques to boost organic traffic.
- Grew blog traffic by over 345% by creating relevant, engaging and share-worthy content, which contributed to an increase in brand awareness, reputation, and trust factor from both prospective and existing customers.

Director of Marketing

10.2018 – 11.2022

Elite Coaching System Inc. (Toronto, ON) — Science-based coaching methodology designed to drive leadership and performance to the next level.

- Expanded membership by c.300% building high conversion marketing funnels and leveraging social media and email marketing, resulting in 200 paying monthly members.
- Generated c.\$4K MRR from video membership website, producing in excess of 100 high quality videos, in addition to a range of other digital content, turning it into an automated evergreen membership funnel.

Senior Marketing Manager (Freelance Contract)

03.2018 – 10.2018

WellnessLiving (Richmond Hill, ON) — All-in-One Business Management Software for the fitness, wellbeing and beauty sector.

- Delivered c.\$600K MRR with a 250% new business conversion rate by building and optimizing over 50 direct response landing pages which generated over 15,000 leads.
- Reduced costs by c.\$250K having conducted a root and branch review before implementing a series of automated processes to transform sales and marketing, delivering greater efficiencies and performance.
- Designed and produced a successful "CEO Tour" video marketing campaign, which significantly increased brand awareness and built more trust among both current and potential future users of the software.
- Recruited, onboarded and trained an outsourced marketing team of 5 people overseas.

Senior Digital Marketing Manager

09.2016 – 03.2018

Global RESP Corporation (Richmond Hill, ON) — Registered scholarship plan dealer distributing registered education savings plans.

- Developed and implemented wide range of targeted marketing initiatives and digital campaigns for the company in collaboration with other business units, including overseeing all SEO / SEM activities.
- Instigated c.\$250K ROI in management fees and a 10% conversion rate via a lead generation campaign.
- Streamlined tasks saving c.\$100K per year through the introduction of new processes, technologies and automations which saved employees time and allowed the company to add 2 new positions.
- Increased ad campaign conversion rate by 6-7% using video to market the brand and build trust with potential customers by adding value-laden content to help them make a more informed decision.

Social Media and Marketing Specialist

09.2013 – 08.2016

Soap Stories and ERA Ageless (Toronto, ON) — A pioneer in the organic skincare market.

- 400% increase in online sales having designed and executed online campaigns, in addition to growing Facebook following from 500 – 8,000+ and producing over 100 promotional videos.

Head of Marketing

07.2011 – 09.2013

Women's Fitness Clubs (Toronto, ON) — Designed, produced and managed all marketing materials for a chain of fitness clubs.

- Grew membership by 500% utilizing a blend of marketing techniques to launch successful campaigns.

Co-Founder, Marketing and Business Development Lead

04.2009 – 07.2011

StockRip Inc. (Toronto, ON)

- Built all marketing material and video production for the platform and recruited publicly traded companies to take part in the initiative, including producing a video interview with Warren Buffett to build brand awareness.

EDUCATION & TECHNICAL SKILLS

Diploma in Fitness & Health Promotion | Marketing

09.2002 – 06.2004

Humber College (Toronto, ON)

Technical Skills | AI Platforms (Claude, ChatGPT / OpenAI, Google Gemini, Midjourney, ElevenLabs, Perplexity), Workflow Automation (Zapier, Make), Google Analytics, Adobe Photoshop, Illustrator, Canva, Wordpress, Final Cut Pro X, CapCut, in addition to Ecommerce, Web Services, Email & SMS Marketing, CRM Management, Copywriting and Audio Production software.