

ADAM CAMPBELL

DIGITAL MARKETING SPECIALIST

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Niagara Region



adamsoup.com



EDUCATION

E-JOURNALISM (POST-GRADUATE)
Loyalist College
Belleville, ON

JOURNALISM-PRINT (DIPLOMA)
Niagara College
Welland, ON

SKILLS

Digital Content Strategy

Data Analytics

Digital Marketing

Marketing Budget Management

Ad Serving (display/programmatic)

Email Marketing

Social Marketing

Digital Media Policies

Campaign/Project Implementation

PROFESSIONAL PROFILE

With over a decade of hands-on experience working with Canada's biggest publisher (23 million+ print and digital footprint) I combine a strong technical understanding with creative problem-solving to deliver marketing solutions that resonate and perform. I bring a strong blend of creative vision and insight-led decision making, ensuring every digital initiative is aligned with business goals and measurable outcomes.

EXPERIENCE

MANAGER, DIGITAL SERVICES (CLIENT SOLUTIONS)

SJC Media Group, Toronto | Aug 2017 – March 2026

- Manage and implement the SJM Media Group (*Canadian Business, Chatelaine En/Fr, FASHION, Hello! Canada, Maclean's, Today's Parent, Toronto Life*) and Strategic Content Labs entire suite of digital ad tools, including social media marketing, ad products and email newsletter solutions.
- Oversee the digital advertising operations, including client reporting.
- Develop and coordinate digital strategy for successful client campaign execution.
- Work with external and internal clients (B2B & B2C digital marketing campaigns) to optimize campaign performance (A/B Testing and analytics).

WEB MANAGER

SJC Media Group, Toronto | Feb 2014 – Aug 2017

- Measured, analyzed and extracted valuable metrics and applied them to client and editorial brands for short-term and long-term content marketing campaigns.
- Oversaw the daily operations and planning of the digital direction of brands through new technologies, social media and marketing campaigns to over 10 digital properties.
- Manage responsibilities for three web administrators and department budget.

WEB ADMINISTRATOR

SJC Media Group, Toronto | Mar 2012 – Feb 2014

- Work directly with project managers, online producers and editors.
- Assisted with e-blasts, contests, newsletters and client partnerships.
- Maintained the day-to-day functionality of four major websites, including the award-winning *Toronto Life* Magazine.

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DIGITAL MARKETING SPECIALIST

TECHNICAL SKILLS

Google Analytics & GA4

Meta Ads Manager

Google Ad Manager

Google Ads

TikTok Ad Manager

LinkedIn Campaign Manager

Campaign Monitor/SailThru (email)

CMS (Wordpress)

EXTRA

BEST DIGITAL DESIGN (GOLD)

National Magazine Awards

Toronto Life

BEST MOBILE WEBSITE (GOLD)

Canadian Online Publishing Awards

Toronto Life

GRADUATED WITH HONOURS

Loyalist College

E-Journalism - Belleville

INTEREST

The History of Baseball

Documentaries

Photography

Keeping a Clean Garage

EXPERIENCE -CONTINUED-

WEB DESIGNER & VIDEOGRAPHER

Apex Publishing, Etobicoke | Jan 2011 - Jan 2012

Responsible for the design and planning of DogsInCanada.com as well as continued maintenance and updates of site content including PetPlanner.ca (directory hub). Videographer duties required me to:

- Shoot and edit how-to, behind-the-scenes and feature videos for online consumption on tight deadlines.
- Additional videos shot and edited for online magazine.

NEW MEDIA & WEB STORE COORDINATOR

Grassroots Environmental Products, Toronto | Aug 2009 - Jan 2011

Created and designed first ever blog for Grassroots - GrassrootsBlog.ca. Launched first ever social media plan. Created and designed monthly flash banners on homepage (house ads) for web store. Developed product info/releases to media:

- Organized photo shoots and took product photos for web store.
- Developed product info/releases to media
- Responsible for all social media/online content.

MULTIMEDIA CONTENT PRODUCER

The Corporation of The County of Prince Edward, Picton | Mar 2008 - Aug 2008

Worked as multimedia content producer (videographer, audio producer and photographer) for BuildANewLife.ca. Produced Economic Evolution of Prince Edward County online documentary. Responsibilities included:

- Generating online content for the website.
 - Shot, edited and produced audio and video podcasts, slideshow features and stand-alone video features.
 - Wrote articles that accompanied online features.
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