

Marketing case studies

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These three examples describe how I used campaign reporting, customer communications and team coordination to support marketing across five Canadian automotive dealerships.

CASE STUDY 01

Paid media optimization

Director of Marketing | Queensway Automotive Group, Mississauga
December 2024 - April 2026

20-25% approximate reduction in blended cost per lead

Business context

I managed marketing across five Mazda, Mitsubishi and Volkswagen dealerships. The work included paid media, websites, email and campaign reporting, with sales and service priorities that varied by location.

My contribution

- Managed budgets, forecasts and media allocation, using campaign and conversion reporting to refine investment decisions.
- Worked with ownership, General Managers and sales and service leaders to connect campaign activity to local business priorities.
- Coordinated specialist media, creative, CRM and technology partners through briefs, approvals and performance reviews.

Result and scope

Across my broader Queensway marketing work, campaign analysis and changes to media allocation helped reduce blended cost per lead by approximately 20-25%. This is a group-level result. The figure describes acquisition efficiency; it does not establish a corresponding increase in sales or revenue.

What I would bring to another team

I bring experience interpreting campaign performance, working with agencies on changes and connecting budget decisions to the needs of local sales teams. In a new role, I would first establish the lead definition and measurement baseline so that performance comparisons are meaningful.

CASE STUDY 02

Service retention through email

Director of Marketing | Queensway Automotive Group, Mississauga
December 2024 - April 2026

20% approximate increase in email-driven service appointments

About 50,000 contacts across the group

Business context

My responsibilities included customer communications across five dealerships. Service reminders, reactivation messages, event invitations and loyalty activity provided ways to maintain contact with customers and encourage repeat visits.

My contribution

- Managed segmented lifecycle communications across approximately 50,000 contacts.
- Coordinated campaign planning and delivery with dealership leaders and CRM partners.
- Reviewed performance and connected customer communications to service appointment outcomes.

Result and scope

The email marketing work supported an approximately 20% increase in email-driven service appointments. The database figure represents the approximate contact base across the group. The appointment result relates specifically to email-driven service activity.

How I explain the work

My contribution combined campaign planning, coordination and performance review. I worked with the people responsible for service operations and CRM delivery so that customer communications supported a business activity the dealerships could act on.

What I would bring to another team

This experience is relevant to businesses that depend on repeat appointments or purchases. I would apply it by understanding customer needs, choosing useful communications and agreeing how the team will measure subsequent actions. I would confirm the new business model and platform requirements before proposing automation.

CASE STUDY 03

Marketing across five dealerships

Director of Marketing | Queensway Automotive Group, Mississauga
December 2024 - April 2026

5 dealerships representing Mazda, Mitsubishi and Volkswagen

2 + 10-14 internal team members and external specialist partners

Business context

My Director role combined responsibility across multiple locations with hands-on campaign work. I worked with ownership, General Managers, sales and service leaders, OEM representatives and external partners. Campaigns needed to reflect local priorities while maintaining consistent brand standards.

My contribution

- Coordinated two internal team members and 10-14 creative, media, CRM and technology partners through briefs, production, approvals and performance reviews.
- Adapted campaigns to dealership priorities across websites, social media, advertising and customer communications.
- Coordinated model launches, seasonal campaigns and dealership events with local teams, OEM representatives and external partners.
- Managed budgets, forecasts and media allocation alongside campaign delivery and reporting.

Delivery scope

I oversaw an integrated mix of paid media, email, website, SEO and social campaigns across five locations and three automotive brands. These figures describe the scale of my responsibility and the teams involved. My role connected local business requirements with the work delivered by internal colleagues and specialist partners.

What I would bring to another team

I bring experience managing several stakeholders and suppliers while staying involved in delivery. This is why I am pursuing hands-on marketing management roles: I enjoy taking responsibility for campaigns, working closely with a team and seeing the work through to performance review.