

DAVID PERECKO

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Digital Marketing Specialist & Leader | 13+ Years in Marketing, Team Leadership & Growth Strategies

Dynamic digital marketing strategist with 13+ years of experience in digital marketing strategies, marketing automation, CRM optimization, sales funnel optimization, and strategic communications. Expert in building human-centered automation journeys that convert leads into long-term clients for increased LTV. Skilled in Go High Level, HubSpot, and ActiveCampaign, with a proven record of increasing engagement through thoughtful ad, funnel and email and SMS campaigns.

PROFESSIONAL EXPERIENCE

Digital Marketing Director, Featherlight Designs, Toronto, ON

February 2020 – Present

Leads business operations and technical automations for a digital marketing agency that supports mission-driven entrepreneurs. Balances creative storytelling with technical expertise to deliver high-impact, human-first marketing systems.

- **Marketing Automations & CRM Management** – Designs and implements automated workflows in Go High Level, ActiveCampaign and Hubspot, increasing client retention by 50% YoY.
- **Sales Funnel Development & Optimization** – Builds multi-step funnels that integrate branding, media, and content with ads, email, SMS, and retargeting, resulting in a 4x increase in lead-to-client conversions.
- **Segmentation and Personalization** - Improved overall campaign engagement rates by 40% via segmented automation workflows and personalized email communications.
- **Data Analysis & Optimization** – Monitors engagement metrics for ads and landing pages, using A/B testing and conversion data to refine copy and workflows, driving a 4:1 ROI for key accounts.

Staff Director & Team Lead, Inter-Varsity, Toronto, ON

September 2011 – April 2019

Progressed from Youth Worker to Team Lead, overseeing strategic communications and high-impact student engagement programs for 250+ high school students, aligning initiatives with organizational goals and KPIs.

- **Campaign & Content Strategy** – Developed and designed targeted communications to drive student engagement and retention, achieving 40% annual growth in YoY program participation.
- **Project Leadership** – Managed a \$350K funding budget for strategic programming, ensuring efficient allocation toward high-impact outreach and event initiatives.
- **Team Building & Coaching** – Recruited, trained, and mentored a multidisciplinary team of staff, volunteers and student leaders, building high-performing collaborative teams and supporting student success outcomes.
- **Brand Communication** – Developed storytelling and messaging that aligned with organizational mission, vision and values, fostering deeper trust among donor, stakeholder and student communities.

SKILLS

- **CRM & Email Marketing:** Go High Level, HubSpot, ActiveCampaign, Database Management, Segmentation, Workflows
- **Sales Funnel Development & PPC:** Funnel Building, Google Ads, Meta Ads, A/B Testing, ROI Optimization
- **Analytics & Tools:** Google Analytics (GA4), Tag Manager, KPI Reporting, Performance Analysis
- **Content & Communications:** Copywriting, Email & SMS Campaigns, Landing Page Optimization, WordPress, HTML/CSS

PERSONAL QUALITIES

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| • Compassionate | • Creative | • Detail-Oriented |
| • Empathetic | • Proactive | • Collaborative |
| • Humble | • Servant-Hearted | • Adaptable |
| • Personable | • Purpose-Driven | • Reliable |

CERTIFICATIONS

Digital Marketing | BrainStation

Sales Funnels | DropFunnels

EDUCATION

Bachelor of Science (B.Sc.) in Life Sciences (major: Psychology) | McMaster University, Hamilton, ON