

Temirlan Toktabek

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SUMMARY

Dynamic Marketing Leader with 5+ years of experience in the tech industry, specializing in B2C and B2B marketing. Proven track record of driving business growth through data-driven strategies, leading cross-functional teams, and executing high-impact marketing campaigns. Expert in optimizing digital channels, increasing brand awareness, and generating qualified leads.

EXPERIENCE

Director of Marketing | Mercku

August 2022 – Present, Toronto, Ontario, Canada

- Led a marketing team to execute multi-channel campaigns (organic, social campaigns, SEO, paid ads), increasing lead generation by 30% YoY.
- Led the entire process of content creation from ideation to final production across all channels (digital and print), including white papers, blogs, brochures, promotional content, banners, and eBooks using Adobe Creative Cloud (Illustrator).
- Spearheaded website content strategy, leading to a 25% improvement in organic traffic and enhanced user engagement. Owned the main company website content, including UX design, page content, SEO optimization, performance optimization, and accessibility using WordPress.
- Led global business growth ad campaigns and marketing initiatives to generate inbound leads and traffic using LinkedIn, Twitter, and Facebook Ads.

Marketing Lead | Mercku

June 2020 - August 2022, Toronto, Canada

- Developed and implemented full-funnel B2B marketing and Direct-to-Consumer strategies, achieving a 20% YoY growth in inbound traffic and lead acquisition.
- Led the redesign of the main corporate website. Identified and resolved points of friction, resulting in increased inbound traffic generation using Sketch, WordPress, HTML/CSS/JS.
- Developed marketing content and strategy to drive B2B leads and B2C sales on Shopify eCommerce channels via Facebook, LinkedIn, and Google Ads.
- Developed Social Media Marketing tactics for an audience of over 33,000+ followers across earned channels. Achieved an 800% increase in LinkedIn page visitors. Curated weekly and monthly B2B newsletters using HubSpot and Mailchimp.

Digital Project Coordinator | Peller.Tech

March 2019 - December 2019, Toronto, Canada Area

- Managed digital ad campaigns with a \$20,000 budget, driving a 10% increase in CTR and exceeding conversion goals to highly-targeted audiences using Facebook Ads, Instagram Ads, Google Search Ads, and Outbrain. Designed and delivered high-performing PPC campaigns that achieved a 12% increase in engagement.
 - Measured and optimized Ad Campaign performance using Google Analytics, Squarespace Analytics, and Facebook Business Manager. Analyzed subscribers' profiles and demographics for future re-marketing using Agile CRM.
 - Designed graphic and video marketing content using Adobe Suite (Photoshop, Illustrator, and Premiere Pro), achieving above-target CTRs in PPC campaigns on Social Media.
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PROJECTS

Global Pitch Competition Winner @ Red Bull Basement University

October 2018 – June 2019

- Won Red Bull Basement Pitch Competition 2018. Created the #1 Winning Project from 800+ ideas submitted Worldwide.
 - Over a 7 day Startup Bootcamp, developed and presented Vacant's Business Plan Pitch to an audience of 200+ industry experts in Berlin, Germany.
 - Received University's approval to Pilot the system on campus. Incubated at iBoost Startup Accelerator in Toronto, Canada.
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EDUCATION

Bachelor's Degree: Business Management, Global Management (BComm) | Ted Rogers School of Management at Ryerson University

Minor in Entrepreneurship & Innovation, Dean's List, Toronto, Canada, 2019

SKILLS

Growth Marketing, Team Leadership, Marketing Strategy, Lead Generation, B2B/B2C Marketing, SaaS Marketing, SEO, PPC, Social Media, Google Ads, LinkedIn Ads, Graphic Design and Video Editing, Web Design (HTML/CSS), Adobe Creative Suite (Photoshop, Illustrator), WordPress, HubSpot, Google Analytics