

CODY BOYCHUK, MIBA

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Entrepreneur, Marketing Executive and Visionary

Accomplished and results-driven professional, with a dynamic career journey including industry-disrupting innovation, success in entrepreneurship and a world-class marketing acumen. Equipped with Ivy League education, a well-honed marketing acumen, and a global perspective which can serve as the keys to a company's success in achieving their marketing goals. Consistently successful in exceeding KPIs for high-level clients. Trustworthy collaborator, leader, problem solver and creative visionary, with the intelligence, academic background and business ability to succeed.

- Track record of success in luxury marketing and brand development
- Experience in tradeshow, traditional, experiential and digital marketing
- Proven success developing and launching a globally-recognized product trademarked in 29 countries
- Education in diverse areas of business and marketing
- Empowering and people-centric style of leadership
- Multi-lingual: English (Mother Tongue), Honours Swiss French, Spanish; High German (Basic); Studying Russian

Professional Experience

Principal Marketing Consultant

World Media Marketing Group

2009 – Present

After returning to Canada after marketing on a global basis, continued demonstrating a spirit of entrepreneurship and deep marketing expertise to build a world-class design, branding and strategy firm offering diverse business the right tools, guidance and solutions to maximize their brand impact.

Measurable Highlights:

- Managed product marketing for as many as 300,000 SKUs to date.
- Established an innovative Paid Search strategy which enabled 109% improvement in paid search traffic and 151% improvement in conversion rates annually.
- Created and continue to grow a significant e-mail database of over 1.5 million subscribers.
- Grew a powerful social media presence, including over 36,000 organic followers on Pinterest and 25,000 followers on Facebook.
- Reduced PPC by 20% for a client through tactical and informed refinement of keyword themes.
- Edited and curated messaging for 50,000+ products to incorporate technical substance and SEO.

Areas of Proven Performance:

- **Omni-Channel Marketing:** Hold total authority of the end-to-end process to provide clients structured, targeted and consistent branding and marketing strategy, as the driving force behind planning and execution in different industries.
- **Entrepreneurship:** Excel as an independent and intuitive businessperson, with ownership of all risk and reward of decision making at the helm of this consultancy.
- **Digital Brand Impact:** Built as many as 30 separate websites from the ground up, as the authority for setup, function, content and graphics for E-commerce, Travel, Fashion, Music and Home Decor websites.
- **Brand Development:** Conceptualized and launched brands in entertainment, consumer packaged goods, sporting equipment and luxury apparel, with success in driving their digital and traditional footprint in their given markets from the ground up.
- **Creative Vision:** Demonstrate an imaginative visual and linguistic acuity to transform brand ideas into tangible and vivid offerings in the market, with success in creating and disseminating all written, photographic and artistic collateral.
- **Thought Leadership:** Serve as a visible and reputable presence in the marketing domain, having written published works on marketing strategy and brand building.

- Global Perspective: Retain an understanding of the complexities and opportunities presented by the global market, with an appreciation for different business cultures, consumers, markets, and social distinctions.
- Regulatory Knowledge: Often call upon deep legal education to make sound and informed decisions around marketing within strict regulatory and legal frameworks.
- E-Commerce: Excel in maximizing the visibility and traction of e-commerce storefronts, having built intuitive websites and leveraged analytics to strengthen overall outcomes in competitive industries.

Creator & CEO**2001 – 2009**

Ghost Snowboards – Los Angeles, CA

Conceptualized and launched an award-winning snowboard brand, building a global business and sales force to drive its extraordinary growth across the world.

- Executive Leadership: Presided over a cross-functional team of salespeople, with 35 personnel distributed globally. Set and drove a vision for the company's success through oversight of Marketing, Advertising and Public Relations departments.
- Marketing Strategy: Held complete autonomy and authority over the planning and execution of digital marketing, social networking, website development / maintenance, and data mining.
- Award-Winning Success: Earned Ghost Snowboards the Brand New Company Award out of 151 International Companies Nominated by the Editor of Snowboarder Magazine in Munich, Germany.
- International Coverage: Represented the business in appearances on TV, Magazines, Newspapers in Europe, North America and New Zealand.

Principal Consultant**1996 – 2001**

Bjork International Consulting – Los Angeles, CA

Called upon world-class higher education in hospitality business management to champion the launch and operation of hotels and resorts. Built and leveraged a powerful network of National and International Architecture, Commercial and Residential Development Firms in the US, Canada, and countries in Europe

Experience in the hospitality sector from 1991 to 2010 includes client-facing, operational and leadership roles for industry-leading hotels, resorts and private clubs in Canada, the US and Mexico.

Formal Education

**MBA of International Business Administration in Hospitality Business Management
with Specialization in International Diplomacy and Luxury Brand Management**

Hotel Institute Montreux (Ivy League) – Montreux, Switzerland

Notable Proficiencies

Microsoft Office: Word, Excel, Power Point; Photoshop; Social Marketing; Social Media; WordPress; Most Web Applications, HTML, MySQL, Cpanel, Web Design Software; Networking; Photo Design Software, SEO, Online Marketing, Event Management, Branding & Identity, International Marketing, Social Media Marketing; Corporate Marketing; Banquet Management; Technical Writing

Core Skills and Competencies

- Adaptability & Versatility
- Affiliate Marketing
- Brand Building
- Brand Management
- Budget Administration
- Budget Management

- Business Acumen
- Campaign Direction
- Communication & Negotiation
- Competitive Analysis Website Design & Maintenance
- Digital Marketing
- E-Commerce
- Elite Social Networking and Private Gated Networks
- Exceeding KPIs for Clients
- Executive Leadership
- Idea Generation and Implementation
- Infomercial Development and Execution
- International Hospitality Background
- Luxury Beauty and Fashion Design and Development
- Luxury Marketing
- Luxury Strategy Development and Market Execution
- Market Expansion
- Market Research
- Marketing Strategist
- Mass Market Penetration
- Merchandising & Displays
- New Product Development & Launch Strategic Planning
- Omni-Channel Marketing
- Product Design
- Product Development & Innovation
- Product Positioning
- Rebranding for Current Market Trends
- Search Engine Optimization (SEO)
- SEO
- Social Media & PR
- Social Media Management
- Staff Supervision
- Strategic Thinking
- Web Design