Elman Mirzaei.



Performance & Growth Marketer | Google Ads, Client Acquisition & AI
elmanmirzaei.com/ai ↗ · linkedin.com/in/elmanmirzaei ↗ · elman.mirzaei@gmail.com · +1 (613) 219-1951

EDUCATION

Telfer School of Management, University of Ottawa · Honours Bachelor of Commerce (BCom), Specialization in Marketing · Class of 2019

> "Elman has a strong work ethic and is a quick learner. At Shopify his work spanned both digital and offline channels in support of campaigns and partnerships for Mr Beast, BFCM and more."
>
> - Brennan Loh, VP of Brand @ Shopify

> "Elman helped strengthen our growth engine with a relentless focus on business outcomes. He's a thoughtful marketer and a strong operator."
>
> - Same Wehbe, CEO of SignWell

EXPERIENCE

Elman Mirzaei Marketing · Growth Marketing Consultant
Sep 2023 – Jun 2026

- Built a fractional growth consultancy over a three-year period by prospecting more than 50 growth-stage SaaS companies across North America, converting six companies into consulting engagements through personalized outbound prospecting
- Embedded within founder-led and growth-stage B2B SaaS companies as an extension of their marketing teams, leading paid acquisition, attribution, landing page optimization and growth strategy
- SignWell: Led paid acquisition for a profitable, bootstrapped B2B SaaS company serving more than 60,000 customers, contributing more than $1.2M in qualified sales pipeline while maintaining a 9:1 LTV:CAC ratio
- SignWell: Architected attribution infrastructure using GA4 and Google Tag Manager, connecting advertising investment to customer acquisition, pipeline and revenue metrics
- Downpay: Designed and launched the first paid acquisition strategy for an early-stage, bootstrapped Shopify app, restructuring campaign architecture and bidding strategy while achieving a 2.3x ROAS within 90 days
- BingeWorthy Snacks: Managed Shopify e-commerce operations while using Claude, Cursor and ChatGPT to automate creative development, campaign reporting and performance analysis, accelerating paid social experimentation
- 123 Dental & Skyline Dental: Built AI-assisted content workflows across five Ottawa dental clinics within a national dental network, automating social media production and producing podcast-style video content

Shopify · Growth Marketer
Nov 2021 – May 2023

- Led Creator Cutdowns, an always-on paid acquisition strategy across Google Ads, DV360 and Meta featuring MrBeast, Airrack and Colin & Samir, reducing CPA by approximately 50% through creative testing and audience optimization
- Owned media distribution for Ryan Reynolds' Maximum Effort 'You've Got Sales' campaign, reaching one-third of Canada's population while delivering a 75% view rate against a 40% benchmark and a 23% ad recall lift
- Managed paid campaigns supporting Shopify's global ecosystem of millions of merchants, translating campaign insights into acquisition strategy, audience targeting and creative optimization

SEO Plus+ · Paid Ads Specialist
Jul 2021 – Nov 2021

- Managed more than $80K/month in Google Ads, YouTube, Meta and LinkedIn advertising across 15+ client accounts, improving average CPA by more than 20%
- Advised businesses on acquisition strategy, budget allocation and campaign optimization, delivering measurable ROI improvements across multiple client accounts
- Onboarded strategic clients including Rebel.ca from initial discovery through campaign launch and ongoing optimization

DNA Genotek · Junior Digital Marketing Specialist
Nov 2020 – Jul 2021

- A/B tested landing pages that increased conversion rate from 1% to 4%, establishing the winning template for future product launches
- Executed PPC campaigns for a global molecular diagnostics company with thousands of employees, generating qualified pipeline for healthcare organizations and biotechnology subsidiaries

Export Development Canada · Marketing & Digital Strategy
Jul 2019 – Nov 2020

- Led SEO audits and optimization for the Cleantech landing page, achieving first-page rankings while increasing monthly organic search impressions by more than 300 per month
- Developed social media strategies across LinkedIn, Facebook, Twitter and Instagram alongside internal stakeholders and agency partners