

Kelowna, BC
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David Kuhn

SUMMARY

Marketing professional with 8+ years of digital marketing and project management experience in B2B, as well as agency and client-side environments in a wide range of industries. Skilled at developing engaging multi-channel marketing campaigns that generate conversions and reach target audiences.

Known for being organized, reliable, and results-focused, with expertise in paid media, lifecycle marketing, content development, and marketing automation, as well as website management.

CORE SKILLS

- **Performance Marketing & PPC:** Google Ads, Meta Ads, LinkedIn Ads, content advertising
- **Analytics & Reporting:** Google Analytics (GA4), Looker, Google Tag Manager (GTM)
- **Marketing Automation & CRM:** HubSpot, Salesforce, Marketo, ActiveIQ
- **SEO:** Google Search Console, UberSuggest, Moz, SeRanking, SEMRush, Yoast, SmartCrawl

WORK HISTORY

ActiveIQ

Digital Marketing Specialist

*March 2026 - Present
(Independent Contractor)*

- Created and provided ongoing optimization of Google Ads campaigns for B2B clients in industrial and oil & gas sectors, focusing on high-intent lead generation
- Developed keyword strategies and campaign structures tailored to niche, technical audiences
- Analyzed campaign performance and continuously optimized bids, targeting, and ad copy to improve lead quality, CTR, and cost per conversion
- Maintained and organized marketing data within internal software systems, ensuring data accuracy for reporting and decision-making

Folks Digital

Client Success Manager

September 2025-February 2026

- Led SEO, Paid Media, and social media campaigns for clients across industries
- Translated client objectives into measurable digital strategies that improved campaign results
- Developed data-driven performance reports for clients to support strategic decision-making
- Led proactive quality checks and performance reviews to identify gaps and opportunities

Vigilante Marketing

Marketing Manager

November 2023-May 2025

- Directed the internal marketing team to plan and develop strategic marketing campaigns for client accounts across PPC, SEO, email, print, and social media
- Managed, executed, and reported on accounts representing 300+ monthly billable hours, ensuring campaigns met performance targets and client expectations
- Created go-to-market strategies for both clients and internal initiatives, contributing to new client acquisition and internal agency growth

- Built internal lead generation campaigns that increased inbound sales inquiries and conversion rates
- Produced a range of multimedia content to create engaging influencer marketing campaigns

ActiveIQ

August 2021-October 2023

Marketing and Client Services Manager

- Served as a B2B account manager and assisted in defining a company's digital marketing strategy and carrying out marketing campaigns to reach their target audiences
- Utilized the ActiveIQ SaaS platform to track and utilize account intent data for B2B companies throughout their sales cycle in alignment with marketing strategies
- Developed technical content to target niche audiences to create Marketing Qualified Leads (MQL)
- Worked with client marketing automation platforms and CRMs to ensure connectivity between lead generation and effective sales management processes
- Oversaw multiple website development projects from building wireframes to launch, ensuring alignment with client goals and overall website health for ongoing SEO success
- Launched Performance Marketing campaigns (LinkedIn/Google/Meta Ads (search, display, remarketing)) that generated high-quality leads through campaign & keyword research

Hakili Community for Sustainable Development

March 2021-August 2021

Fund Development Officer

(6 Month contract)

- Created and implemented a communication strategy to increase the effectiveness of Hakili's marketing and growth campaigns and improve lead generation
- Developed donor strategies to increase donations and funding to Hakili through grants
- Established automated email marketing campaigns and integrated within CRM (Hubspot)
- Created reference-based website and social content that resonated with audiences

Badminton Alberta

October 2020-March 2021

Sport Outreach Coordinator

(6 Month Contract)

- Helped develop the "Shuttle Time" badminton training program and implement it within schools
- Created internal KPIs for Badminton Alberta and schools, and data analysis metrics
- Connected with schools and sports organizations to generate leads
- Developed the *Shuttle Time* go-to-market strategy with implementation timelines, process flow techniques, and data tracking methods to facilitate the successful launch of the program

Canada Revenue Agency

April 2018-April 2020

Non-Filer Officer (SP-04)

(Contract)

- Administered the Income Tax Act & issued skip-tracing techniques to negotiate collection
- Worked with corporations to resolve challenging situations, using conflict resolution when needed

Focus College

October 2016 – April 2018

Sales and Marketing Specialist

- Improved brand visibility and engagement through SEO, PPC, and social media content
- Implemented and managed Infusionsoft CRM to streamline enrollment processes
- Managed WordPress website to increase organic search rankings

EDUCATION

University of British Columbia

Business Management: Bachelor of Management Degree

September 2012-May 2016

Class of 2016

- Dean's Honor List 2013-2015
- Part of the winning team for the [2015 Live Case Challenge](#)

Kelowna Secondary School

High School Diploma

September 2009-June 2012

Class of 2012