

# Johnny Zampieri

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## WORK EXPERIENCE

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### Spaze Furniture

Vancouver, BC

Marketing Director

Oct 2023- Currently

- Implemented data-driven marketing initiatives, leveraging analytics to optimize marketing campaigns, target audience segments, and allocate resources effectively.
- Led a team of marketing professionals to conceptualize and implement successful multi-channel marketing campaigns, including social media, email marketing, influencer partnerships, and traditional advertising.
- Managed the company's marketing budget of over 60k per month, forecasting expenditures, tracking performance metrics, and delivering regular reports to CEO, ensuring accountability and transparency in resource allocation.
- Conducted market research and competitive analysis to identify emerging trends, consumer insights, and competitive threats, informing strategic decision-making and product positioning.

### Spaze Furniture

Vancouver, BC

E-commerce Marketing Manager

Nov 2021- Oct 2023

- Led the redesign of product catalogs, websites, and other marketing collateral, resulting in improved customer engagement and conversion rates.
- Worked closely with sales, design, and product teams to ensure cohesive marketing initiatives and alignment with overall business objectives, fostering a collaborative environment.
- Planned, directed, and edited photoshoots, ensuring the creative vision and brand guidelines were effectively translated into visually captivating imagery
- Implemented customer feedback and UGC strategies, increasing engagement and trust through over 400 Google reviews and 1700 website reviews, leveraging UGC for enhancing paid and social media campaigns.
- Stayed up-to-date with industry trends and competitors, continuously seeking opportunities to enhance the company's creative direction.

### Spaze Furniture

Vancouver, BC

Paid Advertising Specialist

April 2019- Nov 2021

- Proven success in developing and executing comprehensive digital marketing strategies, resulting in significant revenue growth from \$10k per month to over \$250k per month.
- Expertise in managing and optimizing social media platforms (Facebook, Instagram, Pinterest, LinkedIn) to drive brand awareness, engagement, and lead generation.
- Skilled in planning, implementing, and optimizing Meta and Google Ads campaigns, driving quality traffic, and maximizing return on ad spend.
- Strong understanding of SEO best practices, optimizing website content and implementing strategies to improve search engine rankings and organic traffic.
- Utilized data-driven insights and analytics to measure campaign performance, identify areas for improvement, and optimize marketing strategies accordingly.

## LEADERSHIP EXPERIENCE

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### Amazon

New Westminster, BC

Receiving Process Manager

April 2018-April 2019

- Oversaw a team of 30 employees responsible for receiving incoming products and maintaining accurate inventory records using SAP software.
- Implemented effective processes and quality control measures to minimize delivery errors, resulting in cost savings for the company.
- Prepared and submitted weekly receiving log reports to the corporate office, providing timely and accurate information on inventory levels.
- Conducted comprehensive training sessions for over 50 employees, emphasizing the importance of adhering to company policies, procedures, and standards.
- Strengthened employee commitment to following guidelines by fostering a culture of compliance and reinforcing the value of consistency and adherence to company protocols.

## EDUCATION

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### Nova IMS

Lisbon, Portugal

Master in Data Driven Marketing, with Specialization in Data Science for Marketing

2024

### Capilano University

North Vancouver, Canada

Bachelor of Business Administration with Minor in Marketing

2019

## SKILLS & INTERESTS

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### Softwares and Programs:

- Google Analytics: Proficient in analyzing website traffic and user behavior using Google Analytics, allowing for informed decision-making and optimization of online marketing strategies.
- Facebook Ads: Skilled in creating and managing effective advertising campaigns on Facebook, leveraging advanced targeting options and ad formats to reach and engage with target audiences.
- Hootsuite: Experienced in using Hootsuite for social media management, including scheduling posts, monitoring conversations, and analyzing performance across multiple social media platforms.
- Shopify: Proficient in setting up and managing online stores using Shopify, including product listings, inventory management, and order processing to facilitate e-commerce operations.
- Photoshop: Proficient in Adobe Photoshop for graphic design and image editing, allowing for the creation of visually appealing marketing materials and branding assets.
- Premiere Pro: Experienced in Adobe Premiere Pro for video editing and production, enabling the creation of high-quality video content for marketing campaigns and promotional purposes.
- Illustrator: Skilled in Adobe Illustrator for vector graphic design, including logo creation, illustration, and typography to enhance brand identity and visual communication.
- Canva: Proficient in Canva for creating professional-looking graphics and visual content, facilitating the design of social media posts, presentations, and marketing materials with ease.
- Microsoft Office: Experienced in using Microsoft Office suite, including Word, Excel, and PowerPoint, for document creation, data analysis, and presentation purposes in marketing contexts.
- Klaviyo: Skilled in utilizing Klaviyo for email marketing automation, including audience segmentation, campaign creation, and performance tracking to drive engagement and conversions.
- SEMrush: Proficient in using SEMrush for competitive analysis and keyword research, enabling optimization of search engine marketing (SEM) campaigns and SEO strategies.
- Hotjar: Experienced in using Hotjar for website behavior analysis, including heatmaps, session recordings, and user surveys to understand user interactions and optimize website performance.

**Languages:** English, Portuguese