

Sean Sandhurst

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Senior Marketing Leader | Marketing Growth & Brand Strategy

Seasoned Senior Brand & Marketing Leader with 15+ years of experience shaping B2B service strategies, omni-channel campaigns, and regional growth initiatives for matrixed organizations and enterprise clients. Skilled player-coach adept at translating high-level corporate vision into locally relevant action, leading cross-functional teams, and leveraging modern marketing tech (including AI) to build category authority and revenue growth.

Areas of Expertise

Marketing Strategy	Go-To-Market Strategy	Revenue Operations (RevOps)
Growth Marketing	Team Leadership	Marketing Tech Stack
Lead Generation	Demand Generation	AI-enabled Marketing
Data-Driven Decision Making	ARR / NRR Growth	Brand Growth
SEO GEO AEO	PR (earned media)	Paid Advertising

Professional Experience

Fractional Chief Marketing Officer, Marketing Director July 2025 - present

Strategic marketing and RevOps executive for B2B organizations (early stage or scale up), aligning strategies, people, and processes to accelerate growth. Using modern marketing techniques and channels to accelerate growth. Trainer, coach, executive advisor, facilitator, and speaker.

- Architected **marketing lifecycle and brand messaging strategies**, increasing ARR by 10% and significantly accelerating user payback periods through targeted customer education and onboarding
- **Orchestrated omnichannel brand awareness and demand programs** (LinkedIn, META, Search), driving a 180% YoY increase in brand engagement and delivering an 8:1 ROAS
- **Crafted and managed omnichannel (integrated) paid and earned campaign** (acquisition) including META, Google Ads, YouTube, Reddit, OOH, and Email Automation increasing brand engagement 180% YoY
- **Optimized operational excellence** across matrixed sales, marketing, and success divisions by architecting an enterprise-wide RevOps framework (G.A.I.N.S.), reducing pipeline friction and minimizing client acquisition costs

Director, Growth Marketing, The Agency Communications Inc. April 2021 - July 2025

Led the Marketing team (coach & player) that developed and executed client marketing, ABM, PLG, GTM, PR, Branding, Demand Generation & Earned, Owned, and Paid channel strategies.

- **Led full corporate rebranding and market repositioning for an industry client**, creating a defensible brand voice and messaging architecture that drove a 150% YoY revenue increase and heightened market trust
- **Redesigned thought leadership and content marketing operations** to establish category authority, driving 12M organic/earned impressions in 4 weeks and boosting organic search acquisition
- **Architected and executed integrated Go-To-Market (GTM)** for high-value manufacturing client, driving a 200% increase in annual revenue through optimized cross-functional team leadership
- **Built and executed in-house PR and earned media campaigns**, securing organic placements and industry coverage without agency spend

Marketing and Digital Experience Manager, Wello Virtual Health

November 2018 - April 2021

B2B SaaS Division of INLIV. Directed marketing team orchestrating marketing strategy. Aligning cross-functional international teams developing full funnel marketing, and stakeholder management.

- **Conducted in-house PR & earned media strategy**, securing national broadcast, print, and podcast placements that generated an audience reach of 11M+
- **Engineered full-funnel brand positioning** for B2B HR audience, accelerating pipeline conversion, reducing payback to under 20 days, and increasing ARR by 10%
- **Expanded ICP reach by 200% and web traffic by 300% YoY** by establishing an integrated campaign including, paid advertising, thought-leadership content engine and community trust strategy that maintained top-tier Net Promoter Scores (NPS)
- **Stakeholder alignment**, translated data for quarterly board updates on growth & future forecasts
- **Refined Marketing Automation** with email marketing workflow increasing pipeline growth 250%
- **Enterprise Marketing Tech Stack**: Enterprise Marketing Tech Stack: HubSpot, Google Analytics, SEMRush, Hotjar, PowerBI, WordPress, Mailchimp, Zoom Webinar, Microsoft 360

Prior Executive History & Leadership Roles and Highlights (2004 - 2018)

Postmedia, Senior Manager, Digital Marketing Channel Development (Sept 2015 - Sept 2018)

- Negotiated & managed digital content channel partners (MSN News, Facebook, Outbrain, EchoBox)

Postmedia, Manager Content and Social Media Marketing (Sept 2013 - Sept 2015)

- Pioneered a social media audience engagement project for 20 national brands increasing engagement 8% and reducing tech-stack costs by 60%

Calgary Herald, Senior Manager, Digital Marketing (Oct 2012 - Sept 2013)

- Led digital transformation and revenue projects including, website engagement, web-partners, audience engagement, ecommerce, social media tech stack, data dashboards, and more

SIGIT Solutions, Sales and Marketing Coordinator (Apr 2011 - Oct 2011)

- **Modernized operational infrastructure and marketing** by directing an enterprise-level technology transformation (Salesforce.com)project to migrate 90% of corporate operations to a secure Cloud architecture within a strict 6-month timeline

YPG, Senior Sales Manager (Jan 2006 - Feb 2011)

- **Led team award-winning senior sales team**, grew \$25M advertising revenue portfolio 4% YoY

KS2 Media, Co-Founder (Feb 2002 - May 2004)

- **Launched new digital marketing firm** 2002, gaining more than 300 new clients in 6 months

Professional Development and Education

- **Leadership Certifications**: Shulich School of Business, Invest In You Today (Disney), Coril Holdings Leadership Camp, Change Management (YPG, and Coril)
- **Certifications**: Claude AI Certified (Coursiv), Certified Inbound Marketing - HubSpot, Certified Digital Marketing Consultant - eMarketer, Hootsuite Certified Professional, Social Media Strategy Certification, Certified Google AdWords Reseller, Organizational Diversity & Inclusion (DEI) training, Certified Media Consultant
- **Education**: Marketing Management - BCIT, PR for Business - Mount Royal University