

Jonah Sherwood

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Summary:

Digital marketing and creative strategist with 7+ years of experience across paid media, performance marketing, SEO, content, and brand strategy. Experienced managing high value advertising portfolios, optimizing acquisition campaigns, and translating performance data into actionable growth strategies. Combines analytical marketing expertise with hands on design, content, and creative production experience. Collaborated with global brands including Meta, Unilever, Nestlé, Danone, and Accenture.

Skills:

Marketing & Strategy: Paid Media (Meta/Google/OpenAI/TikTok), SEO (Technical & On-Page), Generative Engine Optimization (GEO), Lifecycle & Email Marketing, Conversion Rate Optimization (CRO), A/B Testing, Content Strategy, Brand Development

Creative & Design: Graphic Design, UI/UX Design, Video Production, Motion Graphics, Copywriting

Platforms & Tool Stack: HubSpot, Klaviyo, Semrush, Salesforce Marketing Cloud, WordPress, Shopify, Webflow

Creative Software: Figma, Adobe Creative Cloud (Photoshop, Illustrator, Premiere Pro, After Effects), CapCut, Canva

Data & Analytics: Google Analytics 4 (GA4), Google Tag Manager, Looker Studio, SQL, Tableau

Experience:

Cozey - Brand Marketing Associate

Apr 2025 – Present | Montreal, QC

- Architected and maintained a 12-month omnichannel content calendar, synchronizing social media, email campaigns, and web updates to ensure 100% brand consistency across all consumer touchpoints and supported an average of 15% growth in KPIs.
- Developed Generative Engine Optimization (GEO) approaches for content and product visibility across AI-powered search experiences, optimizing content for how brands and products are surfaced and understood by generative AI.
- Collaborated with influencers and the creative team to conceptualize, produce, and appear in social media video content, driving brand engagement and campaign performance.
- Designed and executed promotional events, seasonal activations, and in-store campaigns across retail locations to increase visibility and drive sales.
- Gathered and analyzed customer feedback on existing products while supporting the successful launch of new product lines.

Meta (via Accenture) - Meta Marketing Specialist
Mar 2024 – Apr 2025 | Ottawa, ON

- Provided expert strategic advice and consulting to portfolio clients managing \$50K+ monthly ad spend in B2B and e-commerce sectors, guiding them toward their campaign goals.
- Optimized client ROI through advanced Meta Ads strategies, precise offline conversion matching, and data-driven recommendations.
- Designed and implemented advanced reporting frameworks using Meta Pixel and Conversions API to deliver actionable performance insights.
- Presented campaign analytics and insights to client stakeholders, translating complex data into clear, strategic recommendations.
- Conducted in-depth competitor analysis and market research to inform campaign direction and strategic decision-making.

Accenture — Digital Marketing Associate
Feb 2023 – Mar 2024 | Ottawa, ON

- Scaled acquisition campaigns that reduced CPL by 22% across multiple verticals.
- Executed high-converting paid social strategies with advanced GCLID/offline conversion tracking and attribution mapping.
- Built performance reporting in GA4 & Looker Studio for clearer client transparency.
- Managed A/B testing roadmaps for creatives, audiences, and landing page experiences.
- Collaborated with UX and design teams to optimize funnel flow and audience engagement.

PGT Advertising Agency — Advertising and Marketing Associate
Jan 2020 – Feb 2023 | Remote

- Produced creative strategy decks for Unilever, Danone and Nestlé campaigns and corporate internal channels.
- Localized corporate assets to convert into region specific, culturally aligned concepts and language adaptation for improved local engagement.
- Created pitch proposals, brand strategy presentations, and visual narratives guiding campaign direction and execution to potential clients.
- Produced high-fidelity marketing collateral and digital assets using Adobe Creative Cloud and Figma, ensuring strict adherence to premium Direct-to-Consumer (DTC) brand guidelines.
- Partnered across strategy, creative, and client-facing teams to translate business objectives into cohesive campaign concepts, ensuring alignment from initial brief and positioning through creative development and final execution.

National Appraisals and Real Estate — Performance Marketing Assistant
Nov 2018 – Dec 2019 | Ottawa, ON

- Built marketing dashboards to track KPIs, lead sources, and conversion trends.
- Optimized weekly performance reports and streamlined client communication workflows.
- Designed digital marketing collateral and social media graphics using Canva and Adobe Creative Cloud, sticking closely to established brand guidelines.
- Assisted with copywriting needs for transactional emails, weekly newsletters, and social captions, adhering to the brand's established voice and tone.
- Assisted in planning and executing Google Ads and local SEO campaigns for real estate services.
- Authored high-converting copy for email newsletters, editorial blog posts, and paid social ads to optimize click-through rates across the customer lifecycle.

Certifications:

Meta Blueprint Digital Marketing Certification
Google Ads Certification
Google Analytics IQ
HubSpot Content Marketing Certification
Hootsuite Social Marketing Certification

Education:

Architecture Technology - College Diploma
Algonquin College of Applied Arts & Technology, Ottawa, ON (2018–2020)

Projects:

Unilever Digital Media Localization (2022)
Localized global campaign assets into region-specific creative and messaging while maintaining global brand guidelines.

CloseUp Refresh Launch (2022)
Executed the digital rebranding and product refresh launch through SEO, paid media, and digital campaign execution to strengthen brand visibility and audience engagement.

Call It Spring Sustainability Project (2020)
Developed and executed an awareness campaign promoting a sustainable product line through integrated organic and paid social media strategies.