

Primont
Marketing Specialist

June 2nd, 2025

Dear Hiring Manager:

I am submitting my resume for a marketing department position and eagerly seeking the opportunity to apply my versatile marketing and managerial skills within Primont.

As a dedicated industrious individual with 10 years of marketing, management, paid advertising and search engine optimization experience, I strongly believe I will be a refined addition to Primont's marketing team. My experience in developing and executing data-driven strategies has grown various businesses and SaaS startups to multimillion dollar companies, including eight figure acquisitions. I have successfully led many marketing campaigns and team members across email, paid, organic, and social mediums. This experience allows me to direct and execute impactful marketing solutions aligned with business goals with confidence.

My availability is open and immediate. I thank you for taking the time to consider myself as an eligible candidate and look forward to discussing my qualifications with you. Please review the enclosed resume for further details, additional experience and references are available upon request. I would love the opportunity to discuss how my experience can empower your objectives, contact me directly at (416) 996-5245.

Sincerely,
Daniel Sogrine



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DANIEL
S O G R I N E
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DANIEL
S O G R I N E
<RESUME/>



416-996-5245



Objective

To apply my extensive marketing expertise in the Marketing Specialist role at Primont by directing and executing strategic initiatives that align with company goals.

Personal Qualifications

- Time-management expertise; able to prioritize tasks and multitask in fast-paced environments
- Self-motivated and efficient working independently
- Values-driven professional with a commitment to integrity, transparency, and respect
- Interpersonal, communication, and organizational skills with a track record of effective collaboration

Digital Marketing Qualifications

- 10 years of full-time SEO, PPC, email & social media marketing experience
- Staying informed on the latest developments in advertising platforms, search engine algorithms, artificial intelligence, and cutting-edge digital marketing techniques
- Skilled in executing comprehensive market research & delivering actionable competitive analysis
- Managed millions in ad spend, drove over 1 billion top of search results impressions, and generated \$50+ million in revenue from advertising campaigns
- Expert at technical search engine optimization; on-page and off-page
- Proficiently utilizing a wide variety of industry tools including:
*Google Ads, Keyword Planner, Trends, Search Console, Analytics, LookerStudio
Meta Ads for Facebook & Instagram, TikTok Ads, Snapchat Ads, Reddit Ads,
Ahrefs, SEMRush, Screaming Frog, Moz, Majestic, ScrapeBox, GSA SER,
SalesForce, HubSpot, Monday, Intercom, Pardot, SendGrid, Drip, MailChimp, Pipedrive,
Microsoft Ads, Clarity, Teams, Excel, PowerPoint, Adobe Photoshop, AfterEffects
AI and AI Agents including ChatGPT, Grok, Gemini, DeepSeek, Claude +many more*



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Marketing Management Qualifications

- Extensive experience building and scaling Home Building as well as local businesses
- Demonstrated success in developing strategies, plans, and implementing optimizations
- Strong capability in leading and aligning design, development, and marketing teams for cohesive project execution
- Proven ability to oversee and coordinate large teams, integrating AI, in-house, contracted, and offshore resources

Industry Experience

Digital Marketing Manager

[April 2017 - April 2025] CloudStorm Ventures o/a MealSuite, EDGEauditor, EventCaddy, VPG
CloudStorm Ventures builds, invests in and accelerates niche technology businesses. As the Digital Marketing Manager I am responsible for planning, executing, and measuring tailored digital marketing strategies across online and offline mediums. Collaborating with design, development, sales, and executive departments to reach company goals. Partnering with in-house and outsourced teams to provide efficient marketing solutions. Daily focus on growing multiple companies to achieve their marketing and revenue goals. Execute marketing campaigns, search engine optimization, paid advertising, email marketing, in-app marketing, analytics implementation, and analysis. Reporting to staff and executives. Supporting sales and executives while managing social media and creative writing teams.

Marketing Consultant

[August 2013 - Current] Daniel Digital (Consulted for Devonleigh Homes)

Sole proprietorship digital marketing consultancy started through organic demand, providing customized solutions for businesses in North America. Primary focus of consulting and executing on search engine optimization, pay per click, social media, and email marketing with transparent reporting. Provided consultations for entrepreneurs, doctors, local service businesses, as well as large corporations to attain their marketing goals. Partnering with contractors and other businesses to provide turnkey solutions. Services offered include agency management, design, print, dev ops, programming, content creation, organic/paid online/offline marketing, social media management, digital press releases, analytics, CRM integration, eCommerce, lead generation, data scraping, dynamic KPI reporting dashboards and more.

Marketing Specialist

[April 2015 - April 2017] noBul Media, Digital Marketing Agency

Creating digital marketing, design, and development solutions, enabling businesses to connect with their customers online. Helping local businesses, as well as large national & international organizations reach their digital vision. In-house complete digital solution from design, programming, content creation, organic/paid marketing, to social management, apps, digital press releases and custom analytics. Daily focus on search engine optimization, pay per click, social media, analytics, email marketing, and reporting.