



# CAMERON MICULES

Strategic Digital Marketing Professional/Creative Director



"A good story cannot be devised;  
it must be distilled."

Raymond Chandler

## PROFILE

For 20+ years, I've helped dozens of companies define their brand, clarify their messaging, and share their stories through digital and traditional marketing channels.

From static and motion graphic designs to strategic briefs to C-suite ROI reports, I've delivered and (occasionally) delighted.

I excel at connecting dots, cutting out the jargon, and making sense of complicated things.

You could say I'm a distiller.

## CONTACT

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## EXPERIENCE

2015 - Present **Senior Manager, Digital Marketing**  
[PointClickCare](#)

For my second tour at PointClickCare I am leading a small team of very talented digital marketers. We are accountable for meeting and exceeding the sales conversion goals of the company through marketing automation and lead management strategies.

I'm responsible for all digital campaign analytics and reporting, helping to direct our web properties and PPC/SEM/SEO, and maintaining and optimizing our marketing technology stack and platform integrations.

I have also evaluated, recommended, implemented and managed the registration, data-collection and reporting technologies used at three annual user conferences: PointClickCare SUMMIT 2015/16/17 - the last of which saw more than 1800 people in attendance.

My team and I recently designed and launched a dynamic partner portal that syncs CRM data with a custom WordPress front-end via REST API, eliminating duplicate data entry and change management. What started as a minor marketing initiative quickly grew to a multi-department project that birthed a data management and QA process that has been implemented company-wide. This data strategy and architecture is an integral part of the planning and current migration to Salesforce - another project I am heavily involved with regarding lead record management and data mapping.

We are now focusing on rebuilding the corporate website using real-time personalization and an AI-based chat bot, improving our Marketo instance and Revenue Cycle reporting, consolidating multiple data sources into a local enterprise datastore accessed via PowerBI, and making lots of strong coffee.



## EDUCATION

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2017

**Google CMO Academy:  
Digital Marketing Certificate**  
[Google/Columbia School of Business](#)  
New York, NY

2009

**Digital Marketing Certificate**  
[Canadian Marketing Association](#)  
Toronto, ON

1996 - 1998

**Marketing Diploma**  
[Sheridan College of Applied Arts](#)  
Oakville, ON

## SKILLS/PLATFORMS

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### Marketing Automation/CRM

Marketo  
Hubspot  
Infusionsoft  
Netsuite  
Salesforce

### Reporting

Google Analytics/Tag Manager  
Google Adwords  
SmartSheet  
PowerBI  
Excel

### Creative/Video

Adobe Creative Suite  
Wistia  
Vidyard  
YouTube  
ON24

## EXPERIENCE

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2013 - 2015

**Partner/Creative Director**  
[NoBul Media](#)

As partner, I helped lead a team of 18 very talented designers, developers, writers and account managers servicing dozens of SMB clients.

I was involved in the design and launch of a data visualization app/dashboard for BlackFly Beverages that pulled LCBO sales data and mapped that against geo-targeted marketing campaigns to identify SKU popularity. This enabled BlackFly to quickly and efficiently focus their marketing efforts to drive higher sales with lower cost, and increase market penetration in laggard regions.

I was heavily involved in the planning, design, and launch of 2 different apps: Edge Auditor (a platform that allows ski resorts to document hazards) and Event Caddy (a platform for managing large-scale golf tournaments).

2010 - 2013

**Owner/Creative Director**  
[Booyakka Design](#)

My own full service creative and marketing agency providing strategic direction and campaign execution for a number of small to mid-sized clients across several industries.

2004 - 2011

**Creative Director/Marketing Manager**  
[PointClickCare](#)

As employee #35 I was hired to build the brand and demand for the up-and-coming SaaS-based product.

Within my first 6 months, I taught myself html and css and redesigned the company website. I went on to create an online help platform, designed print materials, coded and launched email campaigns using Netsuite. I coordinated trade shows and local events and even produced a short-lived internal newsletter that a few of us found hilarious.

By 2010, I had helped the company grow to over 400 full-time staff and annual revenues in excess of \$20M, and the marketing department of Me had become a team of seven.