

Fraser Vaage

201 19 Street East, North Vancouver BC

604-929-5121 | fraservaage@me.com

A data-driven leader that will continually think outside the box, and skillfully adapt to the evolving business processes, tools, and trends. With success executing digital growth strategies while leading teams (of up to 7 people), Fraser is equipped with deep expertise of both B2B and B2C environments. As the Marketing Director at FreshGrade, he developed a plan that led the team to see 240% YOY growth. With experience leading teams in tech, sporting goods, and machinery, Fraser has developed international go-to-market strategies for Canadian, American, and European markets. Fraser excels at organizing marketing landscapes, making necessary adjustments to processes, people, and tools in order to ensure KPI's are achieved and each dollar spent is being allocated with ROI in mind.

[View Fraser's Professional Website](#)

Snik – Vancouver, Canada

2020 - 2023

Co-Founder & Director - www.snik.bike

- Established a team to develop anti-theft hardware/software innovation for bikes
- Oversee the product development life-cycle from concept to market
- Establish key partnerships both internally and externally
- Lead successful funding rounds necessary to ensure business maintain momentum
- Be the key decision maker for the business

O2E Brands – Vancouver, Canada

2021 - 2022

Director of Marketing

- Execute Corporate marketing strategy that led franchises to record YoY growth
- Manage a 5-person marketing team as the decision-making hiring executive
- Work with executive leadership team to align our annual strategic bets, goals, and rocks
- Leverage corporate marketing budget to ensure our franchise partners exceed targets

FreshGrade – Kelowna, BC

2019 - 2021

Director of Marketing

- Drives global marketing strategy that has led the business to achieve paramount growth
- Manages a 7-person marketing team as the decision-making hiring executive
- Develops all B2B and B2C Marketing channels, transitioning to a data-driven digital approach
- Implements SaaS marketing and selling model that takes a Lifetime Value approach
- Oversees marketing budget, intentionally allocating dollars that ensure a strong ROI
- Leads international go-to-market strategy, successfully growing business in the US

RightMetric – Vancouver, BC

2019

Digital Marketing - Strategy Manager

- Delivered strategic plans to clients (Lululemon, RedBull), outlining competitive landscape
- Led a team of Data Scientists to ensure a holistic digital marketing strategy
- Drove SEO initiatives for clients and RightMetric, as the in-house expert
- Developed paid advertising strategy for E-commerce clients that ensured a positive ROI
- Leveraged tools (SimilarWeb, Google Analytics, Crimson) to support digital strategy

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RYDERS eyewear – North Vancouver, BC

2016 - 2019

Marketing Manager

- Created budget proposals annually with ongoing management/maintenance
- Developed brand and product-focused advertising campaigns for different target markets
- Oversaw strategy, development, content, digital marketing, SEO, SEM, and reporting
- Developed annual marketing plans that include B2B and B2C initiatives (retail and digital)
- Managed Intermediate Graphic Designer, Marketing Coordinator, and Photographer

Digital Marketing E-Commerce Manager

- Executed omni-channel plan including GTM strategy with extensive B2B and B2C marketing
- Managed digital channel, driving consumers through sales funnel—183% YOY
- Oversaw e-commerce strategy, development, content, marketing, SEO, SEM, reporting
- Developed and executed launch of premium technology into North American and Europe

Onison Corporation – Vancouver, BC

2015 - 2016

Marketing Manager

- Strategically developed, analyzed and enhanced web presence
- SEO, Analytics (Google, Alexa, Hubspot), Social Media
- Graphic design - web and print
- Technical writing - press releases, directories, website, blog
- E-Commerce Product marketing/merchandising

Unik Creative – North Vancouver, BC

2014 - 2016

Owner/Operator

- Design - marketing material for web and print
- Content creation – photo and video
- Digital Campaigns for clients
- Event management
- Graphic design (flyers, logos, signage, etc.)

Leavitt Machinery – Coquitlam, BC

2013 - 2014

Marketing Administrator

- Developed in-depth marketing plan for expansion into a new highly profitable region
- Designed materials such as: trade show booths, flyers, e-blasts, signage, brochures, etc.
- Coordinated trade shows ensuring the company was represented adequately
- Deployed integrated email campaigns that reached an average of 16,000 contacts per week

La Familia Foods – East Vancouver, BC

2010 - 2013

Marketing Consultant

- Coordinated involvement with various high foot traffic events
- Designed marketing materials (sell sheets, posters, etc.)
- Developed marketing plan

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Professional Mountain Biker - Worldwide

2008 - 2010

Athlete

- Represented mountain bike and outdoor companies
- Involved in R&D process, providing input to assist companies with new product development
- Competed in DH racing provincially and nationally

Capilano University

2009 - 2013

Bachelors of Business Administration, School of Business,

North Vancouver, BC

Specialization: Marketing

Reference details available upon request