

ARDITA LILAJ BA (Hons), BAF

SENIOR MARKETING & BRAND LEADER

Brand Strategy | Integrated Marketing | Demand Generation | Go-to-Market | Communications

Innisfil, Ontario | 647-512-2307 | atidra_23@hotmail.com

PROFESSIONAL PROFILE

Senior marketing and brand leader with 15+ years of experience building brands, integrated campaigns, demand-generation programs and customer experiences across B2B and B2C markets. Proven in multi-brand, multi-location and Canada/U.S. environments spanning manufacturing, construction, building products, lighting and dealer networks. Combines strategy with hands-on execution across digital, content, PR, events, go-to-market, sales enablement, analytics, budgets and vendor leadership. Trusted partner to executives, Sales, Operations and cross-functional teams, with a track record of translating business priorities into measurable growth, stronger market presence and more efficient programs.

SELECTED CAREER IMPACT

- **\$175K incremental Q4 revenue** from a five-week customer promotion.
- **48% lower program costs** after redesigning a national dealer marketing and merchandise program.
- **32% web-traffic growth** while eliminating \$7,500 per month in vendor costs through contract renegotiation.
- **\$87K in annual savings** through a strategic national trade-show partner change.

CORE EXPERTISE

Marketing Strategy & Planning | Brand Strategy & Positioning | Integrated Campaigns | Demand Generation | Go-to-Market Strategy | Digital Marketing | Content & Communications | Public Relations & Media | Customer Segmentation & Insights | Sales Enablement | Events & Trade Shows | Budget & Vendor Management | Marketing Analytics | Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Marketing & Branding Senior Manager

Dec 2023 - Present

Sarjeant Co. Ltd. / Sarjeant Propane / Custom Concrete Northern | Ontario

- Lead marketing and brand strategy across three operating brands, aligning multi-brand priorities with growth objectives, acquisition integration and operations across Central and Northern Ontario.
- Spearheaded a brand overhaul across digital, print, social, PR, signage and customer touchpoints; completed rebranding across eight locations and four sub-locations in seven weeks.
- Built and launched the Sarjeant Propane website in approximately three months, owning research, copy, visual design and creative direction while coordinating IT and external developers; delivered the final build for under \$6,000.
- Direct press outreach, integrated launch campaigns, social revitalization, sales collateral, community engagement and event marketing to strengthen visibility and customer engagement.
- Manage vendors, market research and campaign analysis, balancing creative quality with budget discipline in a lean, distributed team structure.

Senior Marketing Manager / Designer - Canada & USA

Apr 2021 - Dec 2023

3G Lighting | Vaughan, Ontario

- Partnered with executive and sales leadership to shape marketing strategy, brand positioning and creative direction across Canada and the United States.
- Owned integrated plans and budgets across web, email, social, analytics, technical and product content, packaging, internal communications, sales tools and creative production.
- Redesigned the website, social channels and email programs and established company-wide brand guidelines to improve consistency and market presentation.
- Built a marketing and sales strategy workbook plus Challenger-based training; modernized customer and product data in quoting systems used by Sales and Customer Service.
- Led go-to-market support for the Integrated 3Gi system and created the Canada/U.S. 'Turning It On Again' mobile showroom campaign, directing messaging, literature and logistics.

PROFESSIONAL EXPERIENCE - CONTINUED

Marketing Programs Manager - Canada

Nov 2019 - Apr 2021

Shnier, A Gesco Company | Canada

- Led end-to-end demand generation for FloorsFirst Canada, a 189-dealer network representing \$50M+ in annual revenue, across acquisition, expansion, retention, pipeline acceleration and win-back.
- Directed planning, creative, digital, email, paid media, web, events, partnerships, customer segmentation and performance reporting with national sales and executive teams.
- Reduced program costs by 48% after redesigning the national marketing and merchandise program and selecting a new service provider.
- Renegotiated the flooring visualizer agreement to secure a no-cost dealer widget, increase web traffic by 32% and save \$7,500 per month.
- Rebuilt the FloorsFirst rebate program with Finance and refreshed the Program Guide, magazine, monthly newsletter and sales training resources.

National Sales Coordinator - Canada / Executive Assistant to SVP

Nov 2017 - Oct 2019

Metrie Inc. | Canada

- Supported Canadian leadership across five manufacturing plants, 26 distribution centres and 1,000+ staff with sales planning, forecasting, executive reporting, presentations and national meetings.
- Established recurring reporting and forecasting for the National Buying Group and Pro-Dealer channel.
- Changed trade-show exhibitor partners to save \$87,000 annually and executed a five-week promotion that generated \$175,000 in unbudgeted Q4 revenue.

Customer Experience / Marketing & Merchandising Supervisor - Ontario

May 2016 - Oct 2017

Metrie Inc. | Ontario

- Supervised merchandising and marketing support across Ontario, including displays, signage, store set-ups, inventory, customer coordination, resource allocation and financial reporting.
- Improved display-finishing and inventory-tracking processes across Ontario distribution operations.

ADDITIONAL EXPERIENCE

Senior Sales Representative | Crane Supply Canada | 2015 - 2016

Customer Relations & Inside Sales Representative | ROYAL Building Solutions | 2012 - 2015

Branch Administrator & Communications Specialist (Contract) | ROYAL Plastics Co. | 2009 - 2011

EDUCATION & PROFESSIONAL DEVELOPMENT

York University, Faculty of Liberal Arts & Professional Studies | Specialized Honours, Culture and Expression; Minor, Financial Accountability

George Brown College, Casa Loma Campus | Studies in Construction Management, Architecture, Fashion Management and Marketing

Professional Development | Six Sigma Green Belt (CSSGB); Project Management / PMP Training; The Challenger Sale; Negotiation Skills; Dale Carnegie Leadership; LEED AP ID+C Training

TECHNOLOGY & LANGUAGES

Marketing & Business Platforms | Microsoft 365; WordPress; Google Analytics; Google Ads; HubSpot CRM; Salesforce; ClickDimensions; Constant Contact; Shopify; SurveyMonkey; Adobe Photoshop / Acrobat; Canva; Trello; Eventbrite

Languages | English (Full Professional); Albanian (Native); Italian (Bilingual); Spanish (Professional Working); French (Limited Working)