

# Nicole Parmar



I love where you're going and I want to get there together.

I am a passionate, creative & results-driven marketer with 10+ years of experience leading successful brand and marketing initiatives in SFO, TO, NYC and YVR. Some of my skills include a blend of strategic expertise, creative vision, and execution excellence.

## THE BASICS

### About Me



#### I Am

- A Founder
- An Investor
- An Advisor
- A Google Partner
- A Growth Marketer
- A Performance Marketing Strategist
- A Professor
- A Public Speaker



#### I Love School

- Bachelor of Arts
- Bachelor of Sciences
- Bachelor of Education
- Masters of Education

## EXPERIENCE

### Proud moments



#### Named Top 40 Under 40 2022 by Vancouver Business Magazine

"Nicole is a systems thinker that takes a macro approach to marketing. She is a veteran consultant covering social media, PPC, branding, content marketing, SEO/SEM, automation, hyper personalization, and leading growth marketing practices."



#### Supported Two Exits For Two Amazing Companies

Picatic  
*Acquired by Eventbrite in 2018*

The team had 382% growth in 2017 which lead to the company being acquired by one of the largest silicon valley ticketing companies

Trainerize  
*Acquired by ABC 2020*

Supported 137% new MRR MOM  
Experienced 165% Expansion Value  
Archived 1.5% churn rate MOM  
(Target was 5%)



#### Teaching, Mentoring, Professor

Lead Instructor for BC Tech Association Growth Marketing (2017-2019)

Mentor For The Forum (2018 - 2023)

1st Time University Professor UCW (January 2024 - Present)

## WHAT I LOVE

### Cool Companies Doing Innovative Things

The companies I am fortunate to support are trendsetters. We stay ahead of the curve by actively and methodically implementing emerging marketing trends and tools to elevate brand strategies. We utilize AI tools to automate everything we can while ensuring the customer experience feels hyper personalized and special for all users of all genders, demographics and psychographics. Currently we are embracing the web 3 paradigm shift for two real estate companies we work with.

Being A Campaign Maestro includes excelling in planning and executing large-scale, multi-channel campaigns. I have managed everything from concept to flawless implementation across TV, photoshoots, experiential, social, digital, and out of home media.

#### Some Of The Cool Companies:

Picatic, Trainerize, BE Power, Hollyburn Eye Clinic, 7Shifts, RE/MAX, Chiwis, Kurt Dahl (Lawyer Drummer)

## SOME FUN FACTS



#### one

My MEd is in Evaluation and Measurement (better known as statistics). I was immersed in experimental and quasi-experimental designs relevant for research in education and behavioural sciences for advanced statistical research methods.



#### two

I taught Deaf & Hard of Hearing Students in Saskatoon, Saskatchewan for 7 years. I taught Kindergarten through grade 12 in 23 schools and still communicate with 90% of families from my teaching days.

## NICOLE PARMAR + WESTJET

### Magic Waiting to Happen

I have a proven ability to translate market insights into captivating briefs and a track record of successful end-to-end project delivery, I'm confident in my ability to seamlessly collaborate, and have fun, with your market research team as well as external partners. I have loved working collaboratively with agencies that include Booje Media and Edelman Canada in Vancouver to support growth metrics for Robinson Lighting & Bath. The more brains, the better!

I am eager to leverage my skills and dedication to contribute to WestJet's continued success.

# Get ready for take off

YOUR COMPANY'S IN GOOD HANDS!

