

Clem Leveau-Vallier

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DIRECTOR OF MARKETING & COMMUNICATION

Bilingual Marketing & Communications Director with 15+ years of experience driving brand growth and customer engagement in both startups and large corporations. Expert in developing and executing strategic marketing plans, building & managing agile teams, and aligning cross-functional efforts to achieve measurable results. Passionate about making the world a better place.

WORK EXPERIENCE

Royal Bank of Canada

2023 - 2025

Senior Marketing Manager (Newcomer Marketing & Engagement)

- Collaborated with multiple stakeholders across RBC to drive & launch client-centric nurturing strategies, referral and cross sell campaigns
- Supported RBC's pre-arrival banking partnerships to drive client acquisition
- Managed & mentored Content Manager & Writer and Marketing Manager
- Summarized and socialized segment insights (newcomers) to multiple internal stakeholders, leveraging internal and external research.
- Developed RBC newcomer full-funnel content strategy to support awareness, consideration, acquisition and cross sell efforts

Arrive

2020-2023

www.arrivein.com

Head of Marketing

Information & resource hub for newcomers to Canada, merged into RBC marketing in 2023

- Hired, managed and mentored team of 3 including Content Manager & Writer, Community Manager, and Marketing Manager
- Developed and executed Arrive's annual full-funnel marketing strategy, including content strategy, prospect acquisition and nurturing and lead conversion
- Increased monthly organic traffic of [arrivein.com](https://www.arrivein.com) 20x in 3 years through the publication of 600+articles, 150+ videos in multiple languages
- Acquired 6-10k monthly prospects through gated content (guides, tools, monthly webinars) and digital campaigns
- Implemented nurturing strategies including newsletters, email marketing workflows, workshops& retargeting campaigns, to convert prospects into bank leads at low CPA
- Launched and hosted Countdown to Canada podcast for newcomers — 2 seasons, over 1,500subscribers with minimal promotion
- Generated 71k downloads of Arrive app for newcomers (now sunsetted) via earned and paid campaigns and cross selling opportunities, at CPA under \$4

Carrot Rewards

2016 - 2019

www.carrotapp.com

Marketing & Communications Manager (User Acquisition & Engagement)

Wellness app leveraging micro rewards to generate healthy behaviour change

- Expanded user base from 100k to over 1M via referrals, partner marketing, and innovative growth strategies without significant marketing budget
- Sustained 50% monthly active users (MAU) by engaging user base via seasonal activities, contests, and newsletters
- Implemented attribution tracking, email automation, KPI metrics tracking
- Managed new feature launches, loyalty partner expansion, and regional launches
- Led website redesign and launched content marketing strategy
- Established robust partnerships with various stakeholders including loyalty, charity, and government organizations

Ooka Island

2015 - 2016

www.ookaisland.com**Growth Acquisition Manager**

Educational app supporting childhood literacy

- Launched 3 versions (web-based, iOS and Android) versions of Ooka Island app.
- Implemented KPI metrics tracking, marketing automation software and CRM
- Used content marketing to engage leads, customers, and generate referrals
- Increased monthly lead generation 10x through Digital Advertising and retargeting campaigns (including testing of new platforms, creatives, and concepts)
- Increased conversion from free trial to paying customer 3x through in-app notifications and email campaigns

Nulogy

2013 - 2015

www.nulogy.com**B2B Marketing Manager**

SaaS for packaging industry

- Elaborated and implemented marketing plan and budget
- Implemented KPI and metrics tracking
- Generated leads in Canada and US market through direct mail campaigns, digital advertising & retargeting, affiliate marketing, and strategic international tradeshows
- Increased MQL by 4.7x YoY in 2014
- Led corporate and product website redesigns
- Organized NulogyxChange: User conference for 70 strategic customers

Google**Toronto**

2012 - 2013

Product Marketing Manager

Google Ads agency program

- Expanded program reach by integrating Canadian and American agencies, fostering inclusivity for English and French-speaking agencies in Canada
- Collaborated with partner agencies to boost AdWords acquisition and revenue growth
- Led training sessions for agencies in Toronto and Montreal

Google**France**

2006 - 2010

Product Marketing Manager

Google advertising services for SMBs

- Ran outreach campaign to acquire SMB advertisers through: digital and offline advertising, Direct mail and email marketing
- Coordinated all cross-sell campaigns for EMEA (23 countries, 19 languages, 20 people)
- Signed and implemented several co-marketing partnerships to drive acquisition
- Coordinated AdWords Academy agency trainings in 7 cities
- Multiplied quarterly acquisitions by 4 in 3 years

EDUCATION**Master's in International Management** from **ESCP Business School** (Paris, France)<https://escp.eu/>**SKILLS & EXPERIENCE**

Languages	Bilingual English & French. Fluent in Spanish
Volunteering	Board member of Withrow Park Farmer's Market: involved in various community sustainability initiatives Coordination of support various refugee families from Ukraine (2022-23) and for a refugee family from Iraq (2016-17) and Afghanistan (2025)
Travels	18-month round-the-world trip with my husband in 2011-2012: meeting and visiting various types of professionals and organizations in 14 countries http://clemetstan.blogspot.com
Other interests	Upcycling & zero waste (@bumblebee_to), gardening, community building