

Chris Rice

Data-Driven Marketing Analyst

Turning Brand Insights into Measurable Growth

Marketing professional with a background spanning digital marketing, design, and web development. I've built campaigns from the ground up, launched websites, and helped brands show up consistently across every channel. I'm equally comfortable digging into analytics as I am creating content, and I take pride in doing work that actually moves the needle.

chris@chrisrice.ca · (519) 385-0652 · Guelph, Ontario



Work Experience

Marketing Coordinator

Bryan's Auction Services - Puslinch, ON
2025 - Present

Part of the marketing team driving digital and traditional campaigns, website development, SEO, social media, and community brand growth.

Marketing Coordinator

Connect Tech Inc - Guelph, ON
2021 - 2024

Executed full campaign lifecycles spanning budgets, trade shows, and performance reporting while supporting sales with market research.

Lead Graphic Designer/Owner

519 Graphics - Port Elgin, ON
2014 - 2018

Founded and operated a solo sign and print shop delivering large-format signage, vehicle wraps, and web design for local clients.

Education

2026 - 2027

Digital Marketing Management

University of Toronto - School of Continuing Studies
Toronto, ON

2011 - 2013

Multi-Media Design & Production

Fanshawe College - School of Digital and Performing Arts
London, ON

Certifications

HubSpot

2022 - Inbound Marketing Certification

Google

2022 - Data Analytics Certification

London App Brewery

2022 - Web Development Bootcamp

Skills

Data Analysis

Leverages Tableau and Power BI to collect, interpret, and visualize data, supporting data-driven marketing decisions and campaign optimization.

CMS Management

Manages and optimizes website content through platforms such as WordPress to improve user experience and search visibility.

SQL & Databases

Writes SQL queries to extract, filter, and manipulate data from relational databases in support of reporting, segmentation, and campaign analysis.

Web Design

Proficient in HTML and CSS for building and customizing web pages, email templates, and on-brand digital assets

Email Marketing

Designs and executes email marketing campaigns including audience segmentation and A/B testing to improve engagement and overall campaign performance.



CHRISRICE.CA