

TAJ WALIA

Senior Marketing Leader · Multi-Brand Portfolios

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PROFESSIONAL SUMMARY

Senior marketing leader with 10+ years owning entire marketing functions: strategy, budget, team and execution, for portfolios of up to 14 brands at a time across six industries and four markets. Leads lean teams while staying hands-on, building the campaigns, writing the content and shipping the website changes personally. Uses AI tools (Claude, ChatGPT, Google Gemini) daily as a brainstorming partner to pressure-test strategy and refine content. Track record spans B2B equipment, industrial safety, professional services, D2C e-commerce and fitness retail, with measurable results in each.

KEY ACHIEVEMENTS

- Delivered a 3.5x return on ad spend on Google Ads at Porter Group across markets in NZ, AU, USA and the Pacific Islands.
- Grew organic website traffic 60% and brand engagement 40% at AdvanceQuip through content strategy and technical SEO across six equipment brands.
- Improved customer retention 20% and lifted online visits 45% at Active Safety across a 14-brand safety and workwear portfolio.
- Key contributor to Road & Sport Harley-Davidson winning Dealership of the Year out of 52 locations, with social and influencer engagement up 75%.
- Ran full Klaviyo lifecycle marketing across three D2C brands simultaneously at The Gift Group: automation flows, behavioural segmentation and multi-channel campaigns.
- Currently directing marketing across a five-brand fitness and lifestyle portfolio at North 49 Brands & Rymar Group, leading the marketing team end-to-end.

CORE SKILLS

AI & Modern Tools: Claude, ChatGPT, Google Gemini, used daily for brainstorming, pressure-testing strategy and refining content
Marketing Strategy: B2B and D2C digital marketing, SEO/SEM, brand management, go-to-market planning, market research, campaign development

Lifecycle & Email: Klaviyo, HubSpot, Mailchimp: automation flows, segmentation, behavioural triggers, A/B testing, retention

Platforms & Data: Shopify, WordPress, Google Analytics (GA4), Google Ads, Meta Ads Manager, Salesforce, Semrush

Technical: HTML, CSS, JavaScript (Shopify theme customisation, landing pages, CRO)

Leadership: Team leadership, budget ownership, board reporting, agency management, training delivery

Creative (supporting): Adobe Photoshop, InDesign, Premiere Pro, Illustrator, After Effects; photography, videography

PROFESSIONAL EXPERIENCE

Marketing Lead | 5-Brand Portfolio (Contract) | North 49 Brands Inc. & Rymar Group

Jan 2026 – Present · Canada

Brands: Spartan Fitness Equipment, Vintage Iron Cycles, Synergy Bikes, VO3 Fitness, The Rymar Group

- Directing marketing strategy and execution across five fitness and lifestyle brands, leading the marketing team while owning strategy, content, campaigns and budget end-to-end.
- Managing the full channel mix: Google Ads, Meta advertising, email programs, social content, organic search and in-store promotion, reporting to senior leadership.
- Using Claude, ChatGPT and Google Gemini daily to brainstorm campaign angles, pressure-test strategy and refine content across five distinct brand voices.

Marketing Manager | Giftbox Boutique (The Gift Group Ltd)

Jan 2025 – Jan 2026

Brands: Gift Box Boutique, Little & Luxe, Gather and Graze

- Owned full Klaviyo lifecycle marketing across three D2C e-commerce brands simultaneously: welcome, abandonment, post-purchase and win-back flows, with behavioural segmentation.
- Ran hands-on Shopify UX and conversion optimisation using HTML, CSS and JavaScript, alongside Meta and Google Ads campaigns.
- Managed the email and SMS calendar through peak gifting season, balancing send frequency against list fatigue, and coordinated external agency partners.

Marketing Manager | AdvanceQuip Ltd

Sep 2022 – Oct 2024

Brands: ASV (Posi-Track), CASE Construction, ASTRA, Hyundai Construction Equipment, Log Max, Gore Machine Hire

- Grew organic website traffic 60% through buyer-focused content, on-page optimisation and technical SEO across three companies, with brand engagement up 40%.
- Developed and ran campaigns spanning print, digital, tradeshow and social media, holding brand messaging consistent across six equipment brands, and led marketing staff.
- Conducted market research, optimised promotions and negotiated media contracts within budget.

Marketing Manager | Active Safety Ltd

Jul 2021 – Sep 2022

Brands: Steel Blue, Blundstone, FXD Workwear, 3M Safety, Bolle Safety, JB's Wear, ProChoice, Stoney Creek, Thorzt + 5 more

- Ran all marketing across 14 safety and workwear brands, spanning physical stores, e-commerce and a B2B field sales network.
- Improved customer retention 20% and lifted online visits 45% through email automation, segmentation and coordinated multi-channel campaigns.
- Produced product marketing, sales collateral and brand positioning grounded in market research.

Marketing & Communications Manager | AWS Legal

Jan 2020 – Jul 2021

Brands: Full-service law firm: 85 staff across five offices

- Built and ran the firm-wide marketing strategy, all internal and external communications, and the firm's social media across five offices.
- Presented data-driven marketing reports directly to the partnership board; developed marketing playbooks and delivered training workshops for lawyers and partners.
- Defined and implemented the firm's brand voice and tone, and ran rapid-response client communications through COVID-19 across web, email, social and print.

Digital Marketing Manager | Porter Group

Jun 2018 – Jan 2020

Brands: Hyundai CE, Sandvik, BOMAG, Madill, Airman, Terex, Furukawa + Porter Equipment, Hire, Mechanical, Parts, Haulage

- Delivered a 3.5x return on ad spend on Google Ads across multi-market B2B campaigns (NZ, AU, USA, Pacific Islands).
- Designed, wrote and produced Porter Press, a quarterly magazine distributed to 9,000+ recipients globally.
- Managed a large digital estate: multiple websites, email programs, 8 social profiles, 2 LinkedIn pages, YouTube and 50+ Google Business locations.

Marketing Consultant | Road & Sport Harley-Davidson

Jan 2016 – Jun 2018

Brands: Harley-Davidson (official franchise dealership)

- Key contributor to the dealership winning Dealership of the Year out of 52 AU/NZ locations.
- Grew social media and influencer engagement 75% through community-led marketing: ride-outs, launches and in-store experiences.
- Owned the full marketing mix: research, campaigns, budget, events, CRM, competitive analysis and website.

EDUCATION

Master of Applied Management | Southern Institute of Technology · 2024

Graduate Diploma in Communication, PR & Advertising | Wintec · 2015

Bachelor of Journalism & Mass Communication | Manupal University · 2014

HONOURS & RECOGNITION

Best Print Ad, Article 19 Media Fest (2012) · Best Mobile Video, Dadasaheb Phalke Award (2013) · Best Short Film, 2nd Place (2013) · Best Student Designer, Photography (2012) · Lead Designer, Exceptional Contribution (2014)

BRAND EXPERIENCE (SELECTED)

Automotive & Equipment: Harley-Davidson, Hyundai CE, CASE, ASV, Sandvik, BOMAG, Terex, Madill, Airman, Log Max · Safety & Workwear: 3M, Steel Blue, Blundstone, FXD, Bolle · Fitness & Cycling: Life Fitness, Precor, TRX, Rad Power Bikes, Spartan Fitness · D2C & Services: Giftbox Boutique, Little & Luxe, Gather and Graze, AWS Legal