

Rhianon Baker

Brand Strategy, Digital Growth & E-Commerce

204-391-4447 - hi@rhianon.ca - linkedin.com/in/rhianon-baker - rhianon.ca - Winnipeg, MB

Strategic, hands-on marketing leader with 15+ years driving B2B and B2C growth for complex, high-consideration products and services. Builds marketing functions and digital infrastructure from the ground up, e-commerce platforms, ERP integrations, full rebrands, and AI-integrated operations, tying campaign performance to measurable revenue outcomes.

PROFESSIONAL EXPERIENCE

Independent Marketing Consultant - Self-Employed - Apr 2025 to Present

Freelance marketing support and AI-tooling training and pursuing a full time marketing role.

Director of Marketing - Woodland Supply & Manufacturing - Apr 2022 to Apr 2025

Led marketing strategy across three business units (B2B manufacturer, retail, installation); \$350K annual budget, one direct report, four external agencies.

- Secured \$200K in government grant funding and delivered a 14-month digital build: a customer-facing e-commerce and quoting platform plus a parallel internal operations portal, on time and on budget.
- Directed a full rebrand and digital separation of two business units into distinct market-facing brands, including brand architecture, visual identity, and brand standards.
- Grew LinkedIn following 940% and built Instagram from zero to 266 followers within three months, in a niche, high-consideration B2B market.
- Built executive KPI dashboards and reporting frameworks; owned multi-year marketing strategy, budgeting, and forecasting in direct partnership with the CEO and shareholders.
- Reclaimed 50% of time spent on marketing operations, with marketing automation.
- Implemented CRM oversight and a performance-based reputation management program to strengthen search and review visibility.
- Reconstructed 60 years of fragmented product records into a validated catalogue of hundreds of products and thousands of SKUs, directly enabling and increasing revenue from previously undiscoverable products.

Marketing Manager - Star Building Materials - Jan 2016 to Apr 2022

Built and scaled marketing across a flagship retail location, Star RTM Homes, and Star Truss - a 60+ year brand with 10,000+ products. Peak annual budget: \$400K+.

- Delivered a full ERP-to-website integration (BisTrack/Epicor) with real-time inventory, dynamic pricing, and online ordering - the platform still in use today.
- Built attribution infrastructure (Google Analytics, HotJar) connecting a \$400K+ multichannel budget (TV, radio, digital, event) directly to revenue outcomes.
- Partnered with RTM Homes leadership on a virtual show-home walkthrough initiative for out-of-town buyers; causing RTM sales to double in four years.
- Migrated a 10,000+ SKU catalogue to the retail website and established the ongoing data workflows that support it at scale.
- Led marketing for a new 18,000 sq. ft. retail shopping and showroom build, managing six external vendors simultaneously at peak across creative, media, digital, and print.

Marketing Manager - North American Lumber - Nov 2014 to Jan 2016

Sole marketer across 13 retail locations, reporting directly to the President.

- Owned demand generation and paid digital advertising with conversion tracking and ROAS reporting across all 13 locations.

Marketing Coordinator - Ventura Custom Homes Ltd. - Apr 2012 to Oct 2014

Coordinated print and digital marketing for a custom home builder.

- Partnered with a developer to build a proprietary CMS showcasing all home plans and spec homes - the site remained live and in active use for over a decade.

Marketing Manager - Daher Manufacturing Inc. - Feb 2011 to Mar 2012

Sales and marketing for medical devices and industrial products, sold domestically and internationally.

- Directed website content strategy and championed CRM adoption across the sales team for domestic and international markets.

EDUCATION

Business Administration Diploma, Marketing - Red River College - Jan 2009 to Apr 2010

Bachelor of Arts, Communications - University of Winnipeg - Sep 2006 to Dec 2008

CERTIFICATIONS

Claude 101 - Anthropic - completed May 2026

SKILLS & PROFICIENCIES

- **Marketing Strategy:** Integrated marketing, demand generation, go-to-market planning, product marketing, brand positioning, competitive strategy, B2B/B2C campaign management, lifecycle marketing, stakeholder management
- **Digital & Analytics:** Google Ads (ROAS, conversion tracking), GA4, LinkedIn/Meta/YouTube Ads, SEO/SEM, email marketing, marketing automation, HotJar, A/B testing, attribution modelling, KPI reporting, AI-assisted marketing workflows (Claude, ChatGPT, Gemini, Copilot)
- **Brand & Creative:** Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Canva, CapCut, brand identity, brand standards, messaging architecture
- **Platforms & Systems:** WordPress (Elementor), HubSpot, HTML/CSS, e-commerce platform development, ERP-to-website integration (Epicor BisTrack, OrderStream/Seradex), CRM oversight, Monday.com, Asana, Trello
- **Leadership:** Team and vendor management, budget ownership (\$400K+), executive reporting, government grant writing, cross-functional collaboration, mentorship