



JOCELYN FLAGEL

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EDUCATION

Advertising Diploma

Conestoga College
2003 - 2005

Project Management Certificate Program

February 2023 - Present

STRENGTHS

- Brand Strategy
- Product Launch & Commercialization
- Content & Campaign Development
- Integrated Marketing Campaigns
- Digital Marketing & Analytics
- Marketing Communications
- Distribution & Partner Marketing
- Market Research & Competitive Analysis
- Ecommerce Marketing

TECHNICAL SKILLS

- Project Management
- Digital Marketing
- Social Media Marketing
- Analytics (GA4)
- Email Marketing
- WordPress/Shopify
- Adobe Creative Suite
- MS Office
- Smartsheet
- Salesforce

PROFESSIONAL EXPERIENCE

Brand Marketer | Clinician's Choice Dental | London, ON

2020 - Present

- Lead brand, content, and communications strategy across digital, print, and partner channels, aligning marketing initiatives with product roadmaps, launch timelines, and commercial priorities in a regulated healthcare environment.
- Support end-to-end product launches across North America, developing messaging frameworks, product photography, videos, digital content, and sales enablement tools to drive product awareness and adoption.
- Plan and execute integrated marketing campaigns with distribution partners across email, ecommerce, website, and print channels to strengthen product positioning and market reach.
- Improved email marketing performance through segmentation and content optimization, increasing average open rates to 35% (+23% vs. 2022) and click-to-open rates to 4.6% (+58%).
- Drove significant growth in organic website traffic through SEO and content optimization, increasing Google Search clicks by 600% (5,591 to 40,050) and impressions by 535% (484K to 3.07M).
- Strengthened website engagement and discoverability, improving click-through rate by 12% and engagement rate by 15.7%, with organic search now accounting for 60% of total site traffic.

Brand & Communications Specialist | Natural Med Co | Strathroy, ON

2019 - 2020

- Developed brand communications and PR strategies to strengthen market positioning within a highly regulated cannabis industry.
- Directed creation of compliant packaging, product collateral, and marketing materials to ensure consistent brand representation across channels.
- Grew Instagram audience by 50% in 12 months through targeted content strategy and campaign execution.
- Led website content improvements to enhance user experience, product storytelling, and brand engagement.

Product Marketing Manager | Partner Animal Health | Ilderton, ON

2011 - 2018

- Directed marketing strategy and operations for a diverse veterinary healthcare portfolio, overseeing brand development, product launches, and campaign execution.
- Led the launch of 700+ veterinary healthcare products, contributing to top-market rankings and revenue growth across distribution channels.
- Managed a \$1M annual marketing budget, allocating resources across digital, print, and sales enablement initiatives to maximize ROI.
- Developed portfolio strategies to optimize product offerings, reduce operational costs, and prioritize high-growth opportunities.
- Oversaw development of two ecommerce platforms, collaborating with agencies to improve online user experience, product placement, and conversion performance.
- Conducted competitive market analysis to guide pricing, positioning, and sales enablement strategies.