

ESTEBAN D. DAVILA

Toronto Ontario | www.estebanddavila.com | [in/estebanddavila](https://in.estebanddavila.com)
+1(647)-293-7389 | estebanddavila@gmail.com

Professional Summary

A senior marketing professional who is an analytical driver for performance marketing, driving awareness, lead and demand generation. A growth mindset leader who inspires, educates, and empowers his teams with cross-functional, collaborative, and trust values. Passionate about technology, 360 marketing executions, challenging, and pushing boundaries through memorable campaigns to create the highest positive impact in the market. Proven track record of branding, strategy, and design in B2B and B2C. Expertise in traditional, digital, and social ecosystems as part of integrated approach, driven by paid and earned media, SEM/SEO, influencer marketing, events, and CRM.

Skills

Driving Transformation | Brand Management | Performance Marketing | Lead & Demand Generation | Talent Development | 360 Integrated Marketing | Retail Strategy | Channel Marketing | ABM | Project Management | MS Office | MS Excel high proficiency

Multilingual: fluent in Spanish; solid knowledge of French

Experience

2013 – 2022

North America Marketing Campaign Manager, HP Inc. (2021 – 2022)

- Oversaw team of Campaign Managers across US & Canada; managed US\$40M media budget for B2C Printing Hardware, Services and supplies products. Developed media strategy, tactics, and metrics in coordination with in-house agency and data science teams.
- Launched social activation for US market reaching over 564M earned media impressions, 100% message resonance with 37 total placements, making it the most successful earned media campaign of the year for HP's ink subscription service.
- Within 4 weeks, launched adapted videos as part of our digital and social media campaign; provided brand lift and recall comparable or superior to a multimillion campaign launched several months after with a fraction of the cost. We fully executed in both US and Canada, registered 20% increase in store visits, click to rate 6X greater than benchmark.

Canada Head of Marketing, HP Inc. (2017 – 2021)

- Provided counseling and marketing direction, as member of President & CEO executive extended team in close cooperation with the business' leadership, sales teams, and Worldwide Marketing organization. Lead a team of 10 direct and indirect reports; managed \$16M budget.
- Designed Canada's marketing strategy and executed robust marketing campaigns with responsibility in B2B and B2C segments, from PC to Printers, including security, services, and solutions, with proven ROI.
- Launched Canada's first TV Ad for HP's photo printer Sprocket resulting +40X weekly sales average incremental during a 6-week period, Ad concept based on insights through ACP research, aired prior Holidays with a 360 approach that included innovative solutions in merchandising, PR, mass events, and influencer marketing.
- Relaunched Gaming PC Marketing strategy with an incremental 20% sale. A robust 3-fold strategy: events, social and Overwatch as supporting platforms. French-Canadian gamer Miss Harvey became Omen by HP brand ambassador, producing never seen before earned media results.
- Revamped Retail environments under distinguished look and feel and consistent brand guidelines for first and second tier retailers and e-tailers to produce the highest impact and recognition in the Canadian market.
- On the B2B side, introduced Account Base Marketing targeting 75 Enterprise accounts for the first time for HP, including social selling working closely with sales executives. Influenced 4 of 15 top closed deals, with 73% engagement rate of accounts in ABM.
- Developed a demand generation program for SMB customers, SQL results on 2.5 months, 69 MQL and almost \$400k leads value.
- Supported Search Comarketing efforts for Staples Canada; aligning SEO efforts to push down ink alternatives on Google search. Revenue and store visits grew by 50%, reaching +50k users at no cost, maximizing coverage and ROI by optimizing acquisition cost.

Canada Head of Print Marketing, HP Inc. (2015 – 2017)

- Developed Canada's marketing strategy for printing products in B2B and B2C segments, including security, services, and solutions with responsibility in ROI. Built the new Print Marketing organization, bringing new talent that became high performing, well-rewarded individuals by local and regional organizations; managed \$12M budget.
- Recognized by Strategy Magazine's Marketer of the Year for the work to raise awareness on IT Security with "Rivolta - in the Head of a Hacker" campaign, featuring Mafia Boy, a French Canadian who committed the largest cybersecurity attack in the US at 15 years of age. Pipeline grew by 5X for Canada. Rivolta was awarded by Bronze Cannes Lions, Clio Silver, 5 Canadian Marketing Association Awards and Cassies Gold Brand Content.
- Released Rivolta's 360 Playbook, extending Canada's best practice to other countries like US, UK, Netherlands, and Latin-America. Michael Calce became HP's Security Ambassador and part of HP's Corporate Security Advisory Board, participating in over 100 events and roadshows.
- Lead a 360 campaign for HP's Ink Subscription Delivery Service reaching 100k enrolments milestone two years after its launch: Influencer programs for English, French and South Asian communities, and radio spots in different languages connecting with a variety of customers.
- Created and launched a gamification platform for Commercial Print Channel Partners, with a total of 15 of 21 Partners registering and +100 reps participating. The program was then leveraged by the US.

Small Medium Business and Channel Marketing, HP Inc. (2013 – 2015)

- National responsibility for marketing strategies and business priorities in SMB segment in Canada where I executed an integrated go-to market strategy for printers and computers. Responsible for +\$4M budget.
- Relaunched HP Relationship Programs supporting Technology Briefings for Enterprise Customers and accelerated growth in Resellers & Commercial Channels; record of 7 briefings executed, 118 customers with influenced revenue \$4.7M from 67 accounts.
- Launched HP Preferred Customer Program offering an "end-to-end" integrated web-based tool to execute seeds units in Commercial Business. Partner co-funded, +260 new notebooks seeded during a 6-months period with estimated Revenue Generating of \$2.5 M.
- Developed Sales Enablement initiatives to commercial sales and channels; 24 New Event Tool Kits, +200K printed collateral and digital assets.

2019 – 2020

Marketing Professor, Part-time, Humber College

- Taught Marketing Fundamentals and Service Marketing to first year Business Faculty students.

Other experiences

Prior to 2013

- Consumer Marketing Manager, *Hewlett-Packard*
- Division Manager, Nivea, *BDF Beiersdorf*
- Brand Manager, *L'Oréal*
- Brand Manager, *SC Johnson*
- Assistant Brand Manager, *Unilever*

Awards & Recognitions

- Strategy Magazine's for Marketer of the Year, Rivolta - in the Head of a Hacker
- HP Marketing Reinventor CMO Award, Sprocket TV Campaign
- 10-Time Mentor, Triec Mentoring Partnership
- Certificate of Appreciation, Speed Mentoring Program, Acces Employment Services

Professional Development and Volunteer Work

- Conversation & Grammaire, *Alliance Française Toronto* (2022)
- Advisory Board, Digital Marketing Bridge Programs, *ACCES Employment* (2018 – Present)
- Mentoring Program, *TRIEC Toronto Region Immigrant Employment Council* (2014 – Present)

Education

Bachelor of Arts in Business Administration - Saint Anselm College, Manchester, NH
Assessed by ICAS Canadian Credentials