Brian Hirsche



2026

Performance & Digital Marketing Manager

MY MISSION

Drive business growth through data-driven decision and innovated solutions to real business problems and pain points

TRUSTED BY *GREAT* BRANDS

I have built, managed and advertised brands across Canada and the United States. Working in-house, as part of agencies and as a consultant, I have managed paid spend, organic social content, lifecycle activities, asset creation and more to both build new brands and grow established ones.

Key Industries

- Property Management
- Consumer Packaged Goods (Dairy & Meat)
- Start-up SaaS
- Agriculture & Agri-business
- Construction
- Travel & Luxury Tourism

IRONCLAD PROPERTIES INC.

BROADSTREET PROPERTIES LTD.

Farmers

lucerne SINCE 1904

island FARMS

Québon MD

SEYMOUR PACIFIC DEVELOPMENTS LTD.

IRONCLAD DEVELOPMENTS INC.

MAGELLAN LUXURY HOTELS

Skills & Experience That Matter

- Graphic Design
- AI Workflows & Automations
- Team Management
- Cross-Functional Collaboration
- Project Management
- Advertising, Growth, & Lead Gen

Expertise

- Performance Marketing
- Graphic Design
- Branding
- Asset Management
- AI Integration
- Website Management
- Marketing Operations
- Lifecycle Marketing

AI Integration

AI Experience

1. 3+ years hands-on experience applying AI tools to marketing, content, automation, workflow design, and business operations.
2. Skilled in LLM prompting, prompt refinement, structured outputs, tone control, and troubleshooting AI-generated responses.
3. Built AI-assisted workflows for lead triage, email drafting, data extraction, classification, alerts, and reporting.
4. Used AI to support website development, including HTML/CSS troubleshooting, content structure, page copy, and UX improvements.
5. Created AI image and visual asset workflows using Leonardo AI, Sora, and ChatGPT for concepts, icons, brand visuals, and marketing materials.
6. Applied AI to campaign planning, positioning, GTM strategy, documentation, process design, and operational problem-solving.
7. Experienced with connecting AI tools into automation platforms such as Make.com to create practical business systems.

Main Tools I've Used & Purpose

Chat GPT / Sora

Data analysis
Strategy
Research
Ideation
Knowledge building

Claude

In-depth strategy collaboration
Template creation
Automation building
API calls

Leonardo

Stock photo alternatives
Consistent character workflows
Brainstorming design templates
Generating ideas for designs, icons & logos

Platform AI's

Canva AI
Performance Max
Advantage+
AI assistants in MailChimp and other content platforms

Confidential

Case Study - Web lead automation and response



01 Problem

Many businesses have no idea how form-submitted leads they receive. They get burdened with spam leads, and many hot leads sit too long before they receive a reply.

02 Objective

Build a system that tracks leads, classifies them, and provides a fast custom first response that keeps the lead warm using automation and AI

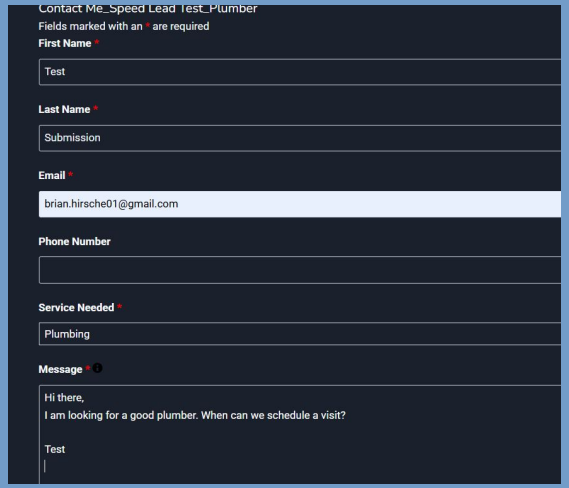
03 Solution - Speedlead

An automated stack system that plugs into almost webform system

04 Impact

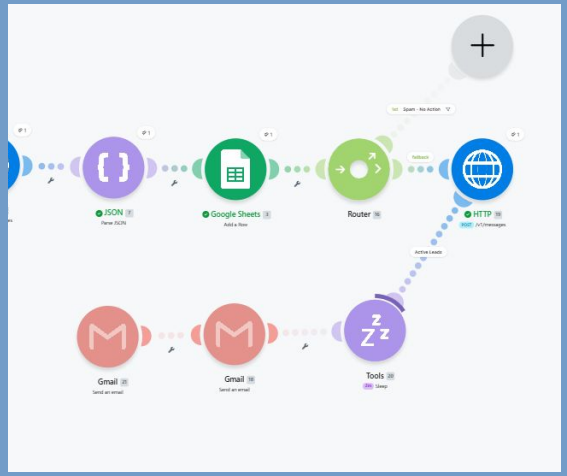
Low cost way to set lead benchmarks, keep leads warm and prioritize human responses to capitalize on more opportunities

Results



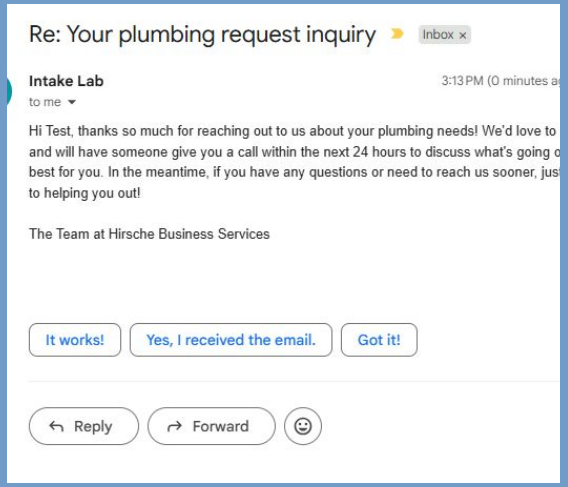
Web form

Webhook or email trigger sends lead directly into the system



Automation & AI Integrations

System seamlessly uses automations and AI API's together

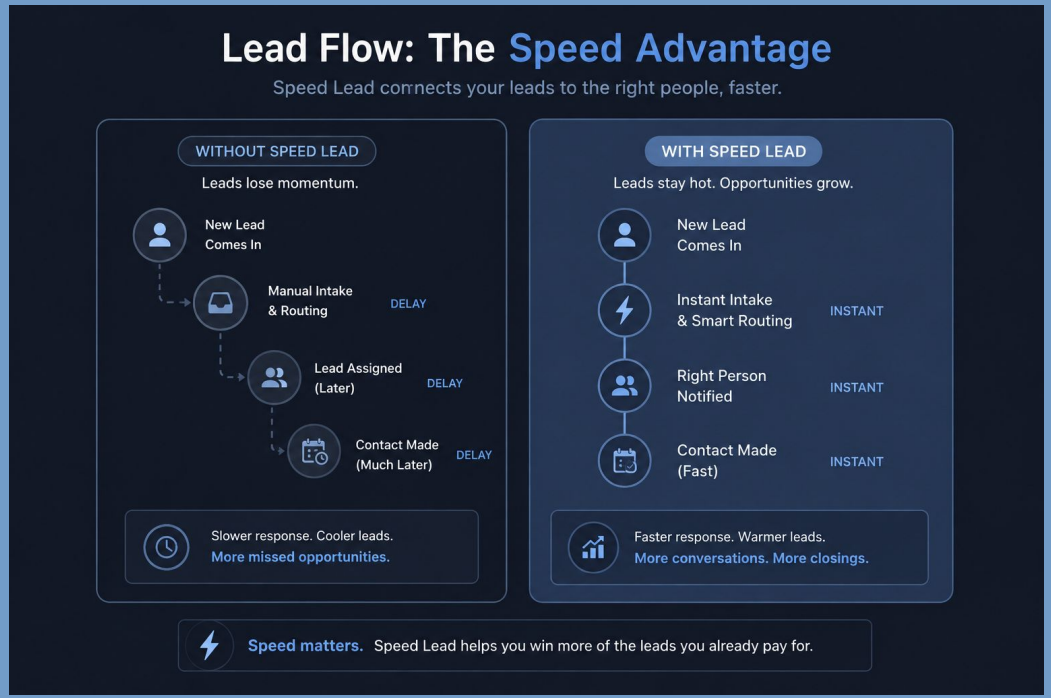


Tracking & Tailored Responses

AI classifies leads as Hot, Warm, or Spam and sends a warm reply

Try it live

https://www.hirsche.ca/speedlead/



Take-a-way

This project demonstrates my ability to: 1. Apply AI to real business tasks. 2. Create automations. 3. Develop systems that create real value.

Performance Marketing

Performance Marketing Experience

Two years agency media planning

Seven years digital advertising

Digital ad budgets up to $50K/ month

Marketing budgets up to $1MM

End-to-end and overseeing agencies

Google Ads Certification - Exp 2027

Platforms & Channels I’ve Worked With

Meta

Full-funnel Meta programs including cold acquisition, retargeting, website conversion optimization, native lead gen, and creative-led short-form video campaigns

Google Ads

Led Google Ads programs spanning high-intent Search, cross-network Performance Max, remarketing, and YouTube video campaigns — structured around conversion efficiency and scalable lead acquisition.

Microsoft(Bing)

Managed Microsoft Ads across high-intent Search and remarketing campaigns, focused on incremental lead volume and efficient CPA expansion beyond Google.

LinkedIn

Owned LinkedIn presence across organic content strategy and paid consideration campaigns to support brand positioning and pipeline development.

Performance Marketing

Case Study 01 - Scaling Lead Acquisition with Google Ads

Magellan Luxury Hotels

With returning business decreasing, it became urgent to target the top of the funnel and acquire significant new leads for future clients.

Owning the campaign from end-to-end, I set up, optimized and monitored a cross-channel Google ads campaign utilizing search, display for retargeting, and Performance Max.

Although the ultimate goal was new hotel bookings, this was achieved top of the funnel by targeting high intent conversions, primarily phone calls.

Downstream tracking was limited but some insights were obtained through manual semi-reliable mechanics implemented for this campaign

Case Study



01 Problem

For several years phone calls and leads consistently reduced month over month

02 Objective

Increase inquiries - specifically calls, form submits, emails, and new members

03 Platforms & Channels

Google Search Ads (PPC, DSA, P-Max)

04 Limits

Downstream tracking and attribution

Case Studies - 01
Results

Results

New and increased traffic and leads were generated on top of existing clients and calls coming in from existing clients. Conversations - high intent: forms submits, calls (web and ad), email signups

On Platform Results				
Clicks	Impr.	CTR	Cost	Conversions
119,210	10,300,157	10.87%	$57,441.40	7,730

Downstream Results - Minimum Results as complete results not available			
Confirmed New Calls	Email Sign Ups	Forms Submitted	New Members
3,417 - 44% increase	1,797	1,620	352

Take-a-way

When the campaigns were active, weekly lead volume increased 44.3% compared to periods without the campaigns running. Even without full CRM attribution, this gave us directional evidence that paid media was driving incremental demand rather than simply capturing existing traffic.

Performance Marketing

Case Study 02 - Reaching Subcontractors with Google Ads

Ironclad Developments

Focusing mostly on the management aspect of construction builds, Ironclad Developments relies heavily of subcontractors to provide the majority of their builds across several provinces.

In a competitive hiring market the company HR department observed that they were not receiving any new inquiries from potential contractors. In addition, resources used for outbound efforts were no longer available.

The initial campaign delivered well, but generated no submissions. The landing page was deemed the issue and was redesigned and the form simplified.

After a search campaign produced some results, HR was pleased and expanded the project to include display and video ads.

Case Studies - 02



01 Problem

Not enough subcontractors for the HR department to funnel through their recruiting process

02 Objective

Increase inquiries - Specifically form submits, emails

03 Platforms & Channels

Google Search Ads (Display, Search, YouTube), E-Newsletters, Trade Magazines

04 Limits

Initially no landing page adjustments were allowed (changed after preliminary results). No beachmarks, access to the results, tracking

Case Studies - 02
Results



Results

Unfortunately, stringent company policies prevented tracking the number of form submissions and disclosing any data related to the campaigns.

That said, internal reports indicated that all posted contract vacancies were filled within the course the three month campaign, with an established flow of prospects streaming in from that point onward.

Progression

Phase 1: Search ads with a limited budget. No qualified leads reported. The landing page had been untouched.
Phase 2: Got approval to redesign the landing page and improved the submit form as result of the data.
Phase 3: New search and display ads with larger budgets. Form submissions recorded.
Phase 4: Expanded display campaigns. Added trade print and sponsored e-newsletters.





Take-a-way

This campaign demonstrated my ability to 1. Navigate a restrictive environment. 2. Develop a systematic testing pipeline which improved results in each iteration. 3. Direct and personally create assets for performance purposes.

Branding

Branding Experience

Twelve years building brands

Standardizing styles, tones, messaging and visuals

Content creation and management: print, video, digital, web and social assets

Corporate brands, consumer brands, B2B branding

Both in-house and agency-lead projects

Grassroots, experiential, in-store strategies

How I’ve Changed Brands

Sponsorships into Branded Entertainment

Before: Sponsorships were mostly passive placements — logo exposure, banner visibility, or basic name mentions.

Action: Negotiated stronger event presence through on-site demos, giveaways, product interactions, added mentions, branded event coverage, live streams, and highlight reels.

Results: Maintained spend while **increasing sponsorship value**, brand visibility, and **product sales impact.**

LinkedIn & B2B Positioning

Before: Little to no LinkedIn presence on several brands.

Action: Defined content pillars and repeatable creation workflows. Directed execution through personal creation, employees and agency partners.

Results: Established a consistent multi-post weekly schedule and recognizable visual pattern. **Grew audiences from hundreds to thousands and increased engagement by 90%.**

More Ways I’ve Changed Brands

Sponsorships into Branded Entertainment

Before: Sponsorships were mostly passive placements — logo exposure, banner visibility, or basic name mentions.

Action: Negotiated stronger event presence through on-site demos, giveaways, product interactions, added mentions, branded event coverage, live streams, and highlight reels.

Results: Maintained spend while **increasing sponsorship value**, brand visibility, and **product sales impact.**

LinkedIn & B2B Positioning

Before: Little to no LinkedIn presence on several brands.

Action: Defined content pillars and repeatable creation workflows. Directed execution through personal creation, employees and agency partners.

Results: Established a consistent multi-post weekly schedule and recognizable visual pattern. **Grew audiences from hundreds to thousands and increased engagement by 90%.**

View Brand and Advertising Videos









THANK YOU