

Tara Christie

Creating everyday value in a digital world.

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PROFESSIONAL TIMELINE

Vice President, Marketing

[3iQ Digital Asset Management](#) Toronto, ON September 2021 - July 2022

- Launched new global 3iQ brand and visual identity
- Quarterbacked product launch campaigns in Australia, Dubai
- Doubled share of voice to 13%, grew social engagement to 16% via media outreach, sponsorships, content program, organic and paid campaigns

Director and Portfolio Lead, Digital Platforms

[Bank of Montreal](#) Toronto, ON October 2016 - August 2021

- Re-launched BMO retail banking app, currently > 4.5 * app store rating
- Key lead in transforming digital team into agile delivery shop
- Delivered multiple capabilities to close functional gaps in retail banking

Vice President, Digital

[itravel2000.com](#) Toronto, ON 2014 - 2016

- Redesigned and re-launched the travel booking site to a responsive, content-managed site, improving the speed and merchandising of 20,000+ vacation package products and increasing mobile traffic 20%
- Reversed negative sales trend to grow 7% YoY, total share of sales 48%
- Grew email subscription base by 80% and direct conversions by 74%

Director, Ecommerce and Digital Marketing

[Sunwing Travel Group](#) Toronto, ON 2012 - 2014

- Led Digital Marketing for Sunwing, Signature, Selloff Vacations brands

National Director, Canoe.ca

[Sun Media](#) Toronto, ON 2011 - 2012

- Defined strategic plan for revamp of flagging Canoe.ca portal

Manager, eCommerce

[Expedia](#) Toronto, ON 2006 - 2011

- Launched four new product lines unique to Canadian point of sale
- Piloted cruise incentive program to \$4M incremental sales in first year

Product Manager

[AOL Canada](#) Toronto, ON 2004 - 2006

Project Manager

[Plan Canada \(Foster Parents Plan\)](#) Toronto, ON 2002-2004

Project Manager

[Rogers](#) Toronto, ON 2000-2001

Business Systems Analyst

[Royal Bank](#) Toronto, ON 1997-2000

KNOWN FOR:

Results-Driven Leadership

Proven history of taking on challenges and delivering results -- across sales, feature adoption, customer satisfaction and efficiency targets

Customer-Centric Mindset

Career-long focus on prioritizing customer values in design and delivery

Creative Solutioning

Flexible and resourceful approach to problem-solving in solution design, resource and project management

Team Building and Mentorship

Consistent record of building teams to quickly drive business value

EXPERTISE AT A GLANCE

Digital Marketing and Audience Growth

Digital Adoption Strategies

Digital Product Management

Ecommerce Optimization

Digital Delivery and Operations

Customer-Centric Design

Agile Methodology

Analytics and Reporting

EDUCATION

Diploma, Applied

Information Technology

[Information Technology Institute](#)
1997

Honours Bachelor of Arts, Communications

[Queen's University](#)
1996