

# Bryan Tomie

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Calgary, AB, Canada

## PROFILE

Results-oriented mobile app marketer with 9 years' experience.

Competent using complex marketing data to make informed, performance-based advertising decisions.

Entrepreneurial personality and experienced remote worker who thrives in a fast-paced environment.

## KEY SKILLS

App Store Optimization (ASO)

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Apple Search Ads (ASA)

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Paid Social

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Email Marketing

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Conversion Rate Optimization (CRO)

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WordPress Platform

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Mobile App Attribution Analytics

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Also experienced with: AppsFlyer, Branch, Google Ads, SEM, Facebook Ads, Twitter Ads, LinkedIn Ads, Datorama, Microsoft Excel, Google Sheets, Google Data Studio, Google Analytics, Hubspot, Salesforce, ActiveCampaign, Mobile App UX, Push Notifications, SMS Marketing, and more.

## EDUCATION

### Bachelor of Management

Marketing & Finance | 2006 - 2011

University of Lethbridge

Served as President of the Management Students' Society 2010-2011.

## CHARITY

### 100 Men Who Give a Damn Calgary

Member | Dec 2014 - Present

Board Member | Jan 2021 - Present

## WORK HISTORY

**Principal** | *Nobl Marketing* | Oct 2020 - Present | Calgary, AB

My independent consulting brand focussing on growth for app companies.

**Career Break** | *July 2020 - Sept 2020* | Calgary, AB

Time off to soul search. Help with kids at home during pandemic.

**Co-Founder** | *Todo Mobile* | Mar 2015 - June 2020 | Calgary, AB

A mobile marketing agency delivering effective media strategies for clients.

- Managed paid app acquisition campaigns ranging from \$10K - \$200K USD monthly advertising investment across various platforms.
- Helped our largest client, The New York Times, acquire 1.75M installs and 7,000 new subscriptions over a 1.5 year period.
- Responsible for client and vendor communications, day-to-day operations, quarterly business reviews, account planning and strategic planning.

**Media Consultant (Remote)** | *Somo* | Mar 2014 - June 2015 | Calgary, AB

Formerly the largest independent global mobile advertising and marketing agency. They have since transitioned to a digital product agency.

- Used a data driven approach (cohort analysis, retention, LTV, ROAS) to identify key insights to drive investment decisions for clients.
- Remotely managed a team of three to ensure client success.

**Return From Abroad** | *Dec 2013 - Feb 2014* | Calgary, AB

Time off to reconnect with friends and family.

**Campaign Manager** | *Somo* | Jan 2013 - Nov 2013 | London, UK

- Key member of the King.com team responsible for successfully delivering over \$1M USD worth of advertising investment in only 30 days. Largest amount delivered over a one-month period by a single client at Somo.

**Campaign Executive** | *Somo* | Mar 2012 - Dec 2012 | London, UK

- After only five months, entirely responsible for delivery of one of Somo's largest clients (Probability PLC). Managing \$500K USD monthly across Google, Facebook, Twitter and others.
- Experienced working at a fast paced, high growth business. During this time Somo grew from 40-100+ employees.

**Marketing Coordinator** | *Apsmart* | Nov 2011 - Mar 2012 | London, UK

A mobile innovation company who offered consultancy, design, and development services.

- Developed a market entry strategy for their first in-house product release, an iOS music application called MPme.

My full work history can be found on my [LinkedIn profile](#).