

Marie Wiese

President at Marketing CoPilot

Toronto, ON, CA

Marie Wiese is a senior marketing executive with 20+ yearsâ€™ experience in strategic marketing

Description

Marie Wiese is the founder and President of Marketing CoPilot Inc. She is a senior marketing executive with 20+ yearsâ€™ experience in digital marketing in the financial services, professional services, technology and manufacturing sectors. Marie has also held senior sales positions, creating a powerful and broad foundation to engage market strategy with a strong understanding and perspective on mapping the buyer journey. Marie is active in the entrepreneur community in Canada. She serves as an Executive-in-Residence at the Innovation Factory, a Regional Innovation Centre in Hamilton, Ontario and is a mentor with the federal Futurpreneur program. She is currently working on research projects involving women entrepreneurs and another in partnership with Georgian College and the National Research Council pertaining to how people use websites in the buying process of products and services.

Availability

Keynote, Panelist, Workshop, Host/MC

Industry Expertise

Advertising/Marketing, Social Media, Public Relations and Communications, Corporate Leadership, Writing and Editing, Financial Services, Market Research

Topics

Online Marketing, Marketing Strategy, Lead Generation, Social Media Marketing, Digital Marketing, Marketing Communications, Content Marketing and Production, Content Marketing Strategies, Content Management Systems

Affiliations

Canadian Marketing Association: Member B2B Advisory Council, Innovation Factory Hamilton: Executive-in-Residence, Awards Judge: The 2015 American Business Awards (The Stevies)

Past Talks

Marketing in the age of changed buyer behaviour
CMAcreative

Unlocking the mystery of keywords

WaterTap User Group Forum

How to use Content Marketing to build your business

Toronto Construction Association Building Business Conference

Navigating the Canadian Anti-Spam Legislation (CASL)

Job Skills Ontario Forum

Rethink Email Marketing

Constant Contact Small Business Forum

Selling in the age of changed buyer behaviour

Canadian Fluid Power Association Annual General Meeting

7 Steps to a Keyword Strategy

Marketing Sherpa Lead Gen Summit 2013

Education

York University

B.A. English

Humber College

Post Graduate Certificate Public Relations

Accomplishments

Author

Marie has written several workbooks for small business that help business owners with messaging and the fundamentals of building a high-performing lead generation and lead nurturing engine for a business using content and digital marketing.

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