

ANDREW PAKULA

SENIOR DIGITAL ARCHITECT & MARKETING STRATEGIST



PROFILE

Senior Strategic Marketing & Web professional with 25 years of experience aligning technical development with brand strategy. Proven track record of engineering high-performance websites, driving market visibility, and merging creative with complex infrastructure. Highly focused on operational excellence.



CONTACT

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EXPERTISE

Web Development & Cloud:

HubSpot, Webflow, WordPress,
Ecommerce Architecture, WooCommerce,
AI (Gemini, ChatGPT, Claude),
Monday.com, Google Cloud

Digital Marketing & SEO:

Google Analytics (GA4), SEO / AEO,
SEMRush, Google Search Console,
Google Business Profile, Branding

Paid Media & Advertising:

Google Ads, YouTube, LinkedIn Ads,
Meta (FB/IG), X/Twitter, Reddit Ads

UI/UX & Creative Design:

UI/UX Design, Figma, Wireframing,
Adobe Photoshop, Product Photography

Systems & Security:

CRM Integration (HubSpot & NetSuite),
WAF (Web Application Firewall), Cloudflare,
Imperva, Domain Management, Data Privacy

Core Competencies:

Strategic Leadership, Cross-functional
Communication, Competitive Benchmarking,
B2B Marketing



EXPERIENCE

2021 - 2026
Fort Worth, TX

● Senior Web Lead - Strategic Marketing Elbit Systems of America

Digital Ecosystem Leadership: Directed Elbit America's external presence, spearheading the end-to-end migration of corporate websites to HubSpot to scale brand awareness and lead generation.

Infrastructure & Security: Hardened digital resilience by deploying Web Application Firewalls (WAF) and overhauling the security and management of all corporate digital domains.

Strategic Execution: Orchestrated high-impact marketing campaigns using wireframing and competitive benchmarking to deliver data-driven, "best-in-class" digital content.

Technical Integration: Aligned web architecture with global corporate messaging to ensure a seamless, secure user experience for internal and external defense-sector stakeholders.

2015 - 2021
DeLeon Springs, FL

● Marketing Manager Sparton Corporation

Multinational Leadership: Directed a cross-functional team to execute brand & marketing strategies across three international divisions (Canada & U.S.).

Digital Transformation: Spearheaded the development of new brand websites, scaling e-commerce revenue from \$0 to \$700k+ USD while increasing lead generation.

Process Automation: Streamlined operations by integrating ERP/CRM systems with automated digital marketing workflows for social media, newsletters, and press releases.

2002 - 2015
Toronto, Canada

● Full Stack Web Developer / Digital Marketing Specialist Stealth.com (Stealth Computer)

Platform Engineering: Designed and maintained a custom, full-stack e-commerce engine to support complex technical product lines and streamlined global digital sales.

Integrated Growth: Leveraged SEO, web analytics, and multi-channel campaigns (digital & print) to scale brand visibility and optimize customer conversion rates.



REFERENCE

● **Ed Boutilier**
Founder, Stealth Computer
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● **Jim Waddington**
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