

andrew reid

416.312.4416
andrew.reid28@gmail.com
Toronto, ON

bio

Toronto-based marketing professional with over 10 years of leadership experience in delivering award-winning campaigns and integrated media strategies. A results-driven self-starter who excels both independently and in collaborative environments.

education

Queen's University
B.A. (hons) Film & Media, Economics

experience

Founder & CEO Outlier Marketing Inc. July 2020 - present

Outlier is a marketing agency specializing in helping companies communicate their value proposition, build followings, and drive measurable growth. Founded in 2020, the agency initially focused on supporting public companies with investor communications but has since expanded to serve private and smaller companies across diverse industries.

As Founder & CEO, I lead a dynamic team delivering tailored marketing solutions, including web development, branding, growth marketing, SEO/SEM, content creation, media buying, detailed KPI tracking, and consulting. Outlier's mission is to provide strategic and results-driven marketing support to organizations of all sizes.

Senior Manager, Marketing NEO Exchange Inc. March 2015 - June 2020

Acquired by Cboe Global Markets in 2022, the NEO Exchange launched in 2015 as a bold and disruptive fintech company designed to enable change for the better within Canada's capital markets.

I joined NEO shortly before they launched operations in 2015. Within my five years I laid the foundation to turn them into a global brand and a household name within the business community, setting them up for their acquisition by Cboe. As NEO's Senior Marketing Manager reporting to the COO, I was responsible for leading the marketing team and overseeing all marketing related initiatives, including:

- Planning comprehensive marketing campaigns which aligned with NEO's business goals and objectives
- Developing cost-effective marketing plans to maximize ROI out of NEO's marketing budget
- Overseeing the development of all digital media assets, including NEO's website, digital OOH advertising, social media advertising, sales collateral, email campaigns, etc.
- Managing relationships with numerous vendors and agencies
- Forming strategic partnerships with industry organizations
- Planning media campaigns for companies listing on the exchange, including the exchange's first Unicorn
- Recipient of the President's Award for outstanding commitment and dedication
- Won award for 'Most Impactful Creative' for a DOOH ad campaign at Billy Bishop Toronto City Airport

skills

marketing / comms

- Campaign & strategy development
- Content marketing / thought leadership
- KPI tracking

digital media

- Programmatic & social media advertising
- SEO & SEM
- Google Analytics

design & web dev

- Proficient with Adobe Creative Cloud, UX design, wireframing
- Proficient in HTML & CSS, CMS systems
- Familiar with JS, jQuery, PHP