

• Mobile :
+1 514 704-8450

• Resume :
Scroll down for the "LinkedIn version"

• Email :
audrey@rakam.ca

• LinkedIn :
[linkedin.com/thisisAudrey/](https://www.linkedin.com/in/thisisAudrey/)

AUDREY RABY

STRATEGY | MARKETING | TECH



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TL ; DR

Disclaimer : I do not have a standard profile. In fact, you can often find me at the crossroads, bridging gaps between teams and pushing boundaries further. Long story short : I wanted to be a war correspondent, did work with the military, hold a press card, but somehow ended up in the digital world playing with AI and crypto.

True story : I once worked at a company for months with no title. The owner tested out a few ideas until everyone was satisfied. In the meantime, I was doing "me". A year or so later, I was asked if I'd be interested to buy the company.

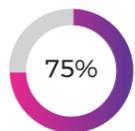
LANGUAGES



French



English



Geek



Spanish

AS SEEN IN...

HACKER NOON

How hackers start their afternoons... And, increasingly, regular geeks as well. [Would you let an AI read your mind ? Can time crystals bring us quantum computing ? What makes a great voice skill in 2019 ?](#) I don't know about you, but I wanted to know, and apparently so did some of the 20,000 daily visitors !

THE DIGITAL MEDIA SUMMIT (TORONTO)

Public speaking terrifies me, which is why I love hating it. I am a firm believer of getting out of your comfort zone, which is why I say 'yes' at least once a year to packaging and delivering key messages on stage. The last ones I did : ['quantum storytelling' and the future of media](#) and blockchain tech's biggest struggles.

CREATIVE MORNINGS (MONTREAL)

Although I do not contribute anymore, I volunteered time, words and ideas for Creative Mornings Mtl for about a year. I wrote on a number of topics close to the community, both in French and English, for the CM platform and [Voir.ca](#)

ALSO... The [Association for Computing Machinery](#), [HATCH](#) and [C2 Montreal](#).

"SO, WHAT DO YOU DO?"

8+ YEARS

I MANAGE TEAMS AND COMPANIES

Leading a team to become highly efficient while developing processes and a solid company culture is a lot of fun. I had the chance to do that for marketing firm [Commun](#) as Exec. VP and social media analytics startup [questology](#), as GM. Driving bottom-line results required to command legal and financial matters, strategy, marketing, biz dev and HR.

14+ YEARS

I ROLL UP MY SLEEVES AND BUILD CUSTOM TEAMS

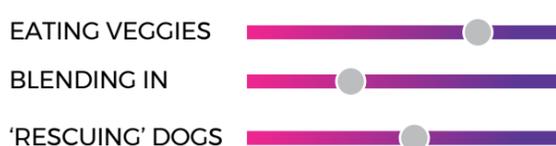
I studied in Arts & Tech. From media and entertainment products to military gigs, I've assembled multidisciplinary teams capable of delivering a wide range of projects, often from scratch. Online gambling sites, print media, award-winning marketing campaigns, responsive apps ; I am at my best when I drive creative technical projects from design to delivery.

14+ YEARS

I ANALYZE AND COME UP WITH A PLAN

I am constantly analyzing the world around me. Walking in users' shoes and asking tough questions is second nature. I learned to zoom in and out between matter and meta which allows me to grasp complexity, set clear goals and break them down into pragmatic steps. The end result can be a technical paper, positioning, go-to market strategy... I am grateful for the opportunities I had to serve clients such as [Moment Factory](#), [Loto Quebec](#) and the [World Social Forum](#).

BEING HUMAN



AUDREY RABY

THE “LINKEDIN VERSION”

SUMMARY

I like asking unsettling questions and finding new ways of looking at complex problems. Future obsessed, I work on impactful innovation to improve the world we live in. Overall, I've accumulated over 14 years of experience at startups, consulting/marketing firms and media companies. Is yours next?

EXPERIENCE

 **CREATIVE TECHNOLOGIST** Feb 2013- Present

Rakam

I mix business, design thinking, customer experience and digital skills. Rather than being anchored in a single skillset, I focus on acquiring a deep understanding of how to create value in unique ways. You'll find me collaborating across creative, tech and BI teams to develop strategic ideas that are both technologically feasible and valuable to users.

 **FREELANCE WRITER** 2005- Present

Association des journalistes indépendants du Québec (AJIQ)

Europe/North America. I started my career as a journalist, dreaming of becoming a war correspondent. Over the years, I have been published in French (Paris Match, Voir.ca), English (Hacker Noon), Flemish and German on topics such as consumer trends, defense, HR, marketing and tech. I got to travel and work in over 15 countries.

 **HEAD OF PRODUCT DEVELOPMENT - GAMBLING** Jan 2018 - Apr 2019

Rakam

1 year 4 months contract

I assembled a team of 20 ranging from legal to web dev and managed the development of an online casino from scratch, complete with fiat and crypto processing, dynamic content, onboarding, loyalty and retention programs, social media, SMS and live chat.

 **INNOVATION CONSULTANT** Mar 2017 - Nov 2018

Nash.

1 year 9 months

I launched Nash to advise on innovation and technical feasibility of high-risk projects. Nash deciphered behavioral, social and technological trends. Our goal was to bridge the gaps between users, 'techies' and 'suits' to create feasible, viable and desirable innovation. Nash has been named one of the top 100 AI companies in Canada by Element AI.



HEAD OF ACQUISITION - WORLD SOCIAL FORUM

May 2016 - Aug 2016

Rakam

4 months contract

I took a 23K budget for production and ad placement, turned it into 250K and converted 35K 1st time customers to attend the event in Montreal. This means a CAC of \$0.66 for about \$1.5m in revenues: 6 times the ad space value obtained and a 6,500% ROI on actual dollars spent.



EXECUTIVE VICE PRESIDENT

2015 - 2016

Commun

2 years

Hired as an account and project manager, I was quickly promoted to executive VP and I brought back positive retained earnings for the first time in 5 years. My days were spent advising executives on marketing strategy, driving projects, handling operations and HR (8-12 reports). I won an Acquisition Campaign of the Year award for a campaign developed in 2 weeks for Keolis.



GENERAL MANAGER

2014 - 2015

Questology

2 years

Montreal! Hired as General Manager, I was tasked with growing revenues, maximizing processes, productivity, company culture and product development on the startup side, while handling accounts and project management. I grew my team from 6 to 12 direct reports.

Questology incorporates and analyzes user generated content (UGC) to brand experiences, while parent company CC&Co is a marketing agency specialized in developing responsive websites, proposing social media strategies, branding and product packaging.



PUBLISHER - L'AVANT-GARDE

Feb 2013 - Sep 2014

Rakam

1 year 8 months

Back to Canada, I assembled a team and launched a free quarterly community magazine for military personnel and their families in Quebec and Ottawa, in collaboration with the Department of National Defense. I was honored to be nominated for the "Young International Leader of the Year" award in 2013.



EDITOR IN CHIEF - COMMUNICATIONS

2011 - 2012

NATO

2 years

I was given roughly two months to launch a magazine without a team or a budget, for NATO's staff and visitors (28 delegations, 2 languages, 4 levels of clearance, both military and diplomats). The project generated five-digit net profits from issue #1. It was a great opportunity to start from scratch, assemble a winning team, discover member countries, and learn about the subtleties of this type of environment. Other channels were later added to provide a consistent range of corporate communication tools.



PRODUCT MANAGER - MEDIA INDUSTRY

2006 - 2011

Freelance Consultant

6 years

I conducted audience research and advised on product, marketing and content strategy for publishers (media). I also acted as an ad sales house and offered my services to design, manage, update and promote user-friendly, contemporary websites for media companies.

EDUCATION



CEGEP DE JONQUIÈRE

Arts and Media Technology, Communication, Journalism

I squeezed two specialties in my schedule and learned journalism and advertising. I moved to Europe in 2004 and could not attend university due to a lack of equivalence. I joined the workforce where I probably learned more since tech and marketing evolve so quickly.

SKILLS



Management · Marketing Strategy · Design Thinking · Innovation

CERTIFICATIONS

BLOCKCHAIN BASICS • LINKEDIN

Jun 2019 - Present

AGILE FOUNDATIONS • LINKEDIN

Jun 2019 - Present

AGILE AT WORK LEARNING PATH • LINKEDIN

Jun 2019 - Present

AGILE PRODUCT OWNER ROLE: FOUNDATIONS • LINKEDIN

Jun 2019 - Present

PUBLIC SPEAKING FUNDAMENTALS • LINKEDIN

Oct 2016 - Present

HONORS & AWARDS

NOMINEE, FLÈCHE D'OR 2017 - Acquisition campaign of the year · Association Marketing Québec (formerly known as AMR) · Apr 2017

Nominated in the non-profit category for the World Social Forum 2016.

WINNER, FLÈCHE D'OR 2016 - Acquisition campaign of the year · Association Marketing Québec (formerly known as AMR) · May 2016

My roles ranged from head of strategy to CD to account and project manager.

NOMINEE "YOUNG INTERNATIONAL LEADER" • ARISTA • Feb 2013