FABIAN FOLIAS

Marketing & Creative Director | Brand, Digital & AI Strategy

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PROFESSIONAL SUMMARY

Marketing and creative leader with 18+ years leading brand, digital and communications work across healthcare, education and innovation. One lead from strategy to launch across design, web, marketing and AI, now pairing that experience with AI-assisted workflows that help teams move faster without losing the human judgement that makes work land.

- Proven track record for measurable growth, including **167% website traffic growth in six months**, 3–5x campaign ROI and $90M+ in funded research partnerships.
- Deep expertise in brand and content strategy, demand generation, SEO/SEM, marketing automation and data-driven decision making, plus **AI-assisted workflows** for strategy, copy, design and video.
- Skilled at building and leading cross-functional teams, bridging stakeholders across academic, clinical, government, and corporate sectors.

SKILLS

Marketing Strategy & Leadership — Cross-functional Leadership, Marketing Strategy, Brand Strategy, Integrated Campaigns, Demand Generation, Go-to-Market Strategy, Stakeholder Engagement, Strategic Planning, Budget Management, KPI Reporting

Digital Marketing & Growth — Digital Marketing, SEO, Content Strategy, Social Media Marketing, Email Marketing, Online Advertising, Campaign Analytics, A/B Testing, Marketing Automation, Performance Marketing, Google Analytics (GA4)

AI & Automation — AI Content Strategy, AI-Assisted Copy & Design, AI Avatar Video, Prompt & Workflow Design, Workflow Automation, Claude, ChatGPT, HeyGen

CRM & Marketing Tools — HubSpot, Salesforce, Google Ads, Meta Ads, Marketo

Creative Direction & Design — Adobe Creative Suite, Brand Governance, Corporate Identity, Content Creation, UX/UI Design

Web & Technical — HTML, CSS, JavaScript, jQuery, PHP, WordPress, Drupal, CMS, Database Management

Communication & Training — Curriculum Development, Public Relations, Training & Facilitation, Marketing Communications

CURRENT AI WORK

Founder and Creative Lead, Dad Knows & Co.

AI-built content brand for new dads, dadknows.co 2026 – Present

- Built a complete brand in **7 days with Claude**: strategy, brand identity, website, email list and five content formats for YouTube Shorts, Instagram and TikTok.
- Produce short-form video with a **HeyGen AI avatar and cloned voice**, backed by repeatable AI workflows that take each post from script to publish-ready assets for every platform.

PROFESSIONAL EXPERIENCE

Director, Digital Marketing and Communications

Cardiovascular Network of Canada (CANet), London, ON Aug 2017 – Mar 2026

- Led a team of six plus interns and agency, print and media partners; rebuilt the brand, including the rename to Cardiovascular Network of Canada, and relaunched the website, **growing traffic 167% in six months** against a 50% goal.
- Championed data-driven digital transformation and blended campaigns promoting 1,400+ research publications and 90,000+ patient-engaged programs, **generating 60% growth in digital reach** and **45% increase in engagement.**
- Branded and launched the VIRTUES® digital health platform, earning national coverage in the Toronto Star and National Post and recognition as one of the **Top 20 Canada Healthcare Tech Solutions Providers**.
- Created Project Tracker, a national platform used by 60+ research sites that **saves 15–20 staff hours every reporting cycle**, and the Expert Knowledge Exchange portal and events for trainees.

- Oversaw multi-channel marketing budgets and performance frameworks supporting $90M+ in funded research and partnerships, **achieving 3–5x campaign ROI** while standardizing brand, messaging, and publication outputs across a complex national network.

Instructor, Digital Marketing and Design for Public Relations

Western University, Continuing Studies, London, ON Aug 2015 – May 2021

- Developed and taught industry-aligned post-degree curriculum in graphic design and digital marketing, **improving student job-readiness outcomes by 40%+** through hands-on, real-world campaign training.
- Mentored 75+ students annually in Adobe Creative Suite and digital platforms (Google, Meta), **building technical proficiency and campaign execution skills by 50%+.**
- Cultivated project-based learning environments, **enabling 80%+ of students to develop portfolio-ready** work that meets current PR and marketing industry standards.

Digital Media and Marketing Manager

Western University (WORLDiscoveries), London, ON Jul 2010 – Aug 2017

- Shaped the digital marketing and communications function for a university technology transfer office, **growing technology visibility and licensing engagement by 45%+** through data-driven campaigns.
- Orchestrated the integration of the institutional website with the Inteum database, **improving operational efficiency by 30%** and expanding access to 100+ technologies for industry and investor audiences.
- Conceived and launched the InnoVerify e-commerce platform, generating new revenue streams and advancing digital innovation commercialization, while coordinating cross-functional teams and consortium university partnerships.

Brand Marketing and Design Consultant

Core Solutions Software Inc., London, ON Apr 2009 – Apr 2010

- Directed end-to-end corporate rebrand, **growing brand recognition by 50%+** and strengthening market positioning through a modernized identity and cohesive product portfolio.
- Repositioned product branding and messaging**, producing 40%+ growth in customer engagement** and improving differentiation in a competitive software market.

EDUCATION

Fanshawe College — Business Information Systems

George Brown College — Graphic & Web Design

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Google — Digital Marketing & E-commerce Professional Certificate

Google — AI Essentials

University of Pennsylvania — Removing Barriers to Change

edX / W3Cx — WAI0.1x: Introduction to Web Accessibility

Western University, Continuing Education — Public Relations

COMMUNITY INVOLVEMENT

London Health Sciences Centre (LHSC) — Manuary Canada Dec 2011 – Dec 2018

- Founding core working group member for Head and Neck Cancer Research and Awareness. **Improved user participation by 65% year-over-year** through strategic direction and marketing execution, with activities and online donations managed via CauseKnot, a custom white-label platform that **lifted completed donations by 22%**.

Operation Walk Canada Jun 2012 – Jun 2018

- Produced marketing collateral supporting volunteer surgical teams in Ecuador and Guatemala, **growing yearly contributions by 25%+**; participated directly in the Guatemala mission, serving communities where access to surgical care is critically limited.

Habitat for Humanity Jan 2010 – Jul 2012

- Contributed strategic and creative direction across marketing and communications initiatives, including electronic and print collateral, **lifting yearly brand awareness by 80%**.