

Tyler La Fontaine

905-442-0328 | tyler@tylerlafontaine.com

PROFESSIONAL SUMMARY

Automotive marketing professional with extensive experience in lead management, digital marketing, retail advertising, and dealer + vendor relations. Proven track record of supporting high-performing teams in fast-paced environments which drove business results. Strong background in cross-functional collaboration, communication, data-driven decision making, and project execution.

CORE SKILLS

- Lead Management
- Digital Marketing
- Dealer Relations
- Vendor Management
- Retail Advertising
- Communication
- Project Management
- Salesforce CMS
- Campaign Optimization
- Data Analysis
- Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Honda Canada Inc.

Lead Management and Digital Marketing Specialist | 2020 - 2026

- Lead Management SME with focus on lead conversion strategies across brand and sub-brands
- Collaborated with brands and external vendors to improve lead performance and ROI
- Coordinated with cross-functional teams to execute integrated marketing initiatives
- Supported CRM and lead tracking processes to improve customer engagement

Retail Advertising Coordinator | 2011 - 2020

- Coordinated national and regional retail advertising campaigns
- Supported campaign analytics to adjust marketing strategy and performance
- Upheld brand consistency across dealership marketing initiatives
- Managed vendor relationships and campaign deliverables
- Assisted with approvals in creative development + execution of marketing assets for print and video
- Monitored campaign performance and provided reporting insights

Instructional Design Coordinator | 2009 - 2011

- Developed online instructional materials and training programs for Canada
- Collaborated with subject matter experts to enhance learning outcomes
- Supported implementation of training initiatives and course content

Durham College Continuing Education

Graphic Design Instructor | 2008 - 2018

- Delivered instruction in graphic design principles and software
- Evaluated student projects and provided feedback
- Developed curriculum aligned with industry standards

EDUCATION AND CERTIFICATIONS

- Graphic Design Diploma, Durham College
- Agile Fundamentals, International Consortium for Agile
- Agile Training, Online
- Budgeting, University of Toronto

ADDITIONAL INFORMATION

References available upon request