



DeidreBonilla™

Leadership Development & Marketing Strategy

Contact

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Portfolio: www.deidrebonilla.ca

Highlights of qualification

- 20+ years of leadership expertise across retail, operations, and marketing—delivering results in performance, customer experience, and team development.
- Founder of Purple Track Agency and Create Cowork, bringing together creativity, digital strategy, and business growth from concept to execution.
- Proven ability to develop SEO strategies, manage social media, and execute digital campaigns, achieving community engagement and KPI-driven outcomes.
- Skilled collaborator and multicultural leader, with experience managing teams of 30+ and cultivating strong client relationships across diverse industries.
- Recognized for merging creativity with analytics to craft memorable brand experiences that resonate with audiences and deliver tangible results.

Professional Profile

Dynamic strategic communicator and digital marketing leader with 15+ years of experience transforming ideas into impactful campaigns, content ecosystems, and brand experiences. Expert in blending creativity with data-driven insights to design strategies that engage audiences and drive measurable growth. Bilingual in English and Spanish, with a strong understanding of international markets, consumer behavior, and the power of purposeful branding. Currently evolving into Version 4.0—a reinvention driven by innovation, authenticity, and strategic vision.

Education

Postgraduate certificate in digital communication management

Fanshawe College, London, ON

Jan 2025 – Aug 2025

Dean's honour roll

- Applied digital marketing frameworks, UX design principles, and data-driven strategies to real-world projects, delivering measurable outcomes.
- Led and collaborated in multidisciplinary project teams, translating classroom concepts into actionable marketing solutions through Purple Track Agency initiatives.
- Developed strong communication and collaboration skills in a multicultural and multilingual environment, demonstrating adaptability, leadership, and strategic problem-solving across diverse projects.

Bachelor's degree in marketing

University of Guadalajara, Jalisco, MX

Sep 2004 – Jul 2008

- Specialized in consumer experience strategies, market research, and brand positioning, ensuring alignment with business objectives and customer insights.
- Monitored and analyzed campaign performance metrics to optimize ROI and strengthen brand visibility across competitive markets.

Experience

Marketing and front desk volunteer

Innovation Works, London, ON

Mar 2025 – Present

- Contributed to community engagement and front desk operations, ensuring a welcoming and organized environment for members and visitors.
- Collaborated on marketing initiatives, including newsletters, tours, and social media campaigns, supporting outreach and community growth.

Marketing Coordinator Volunteer

S.W.I.M. (Single Women in Motherhood), London, ON

Mar 2025 – Aug 2025

- Developed and implemented social media content plans focused on community engagement and growth.
- Gained hands-on experience in the non-profit sector, learning to communicate sensitively and effectively with diverse audiences while creating solutions with social impact.

Co-Founder & Creative Director

Purple Track Agency, London, ON

Sep 2024 – Present

- Co-founded and led Purple Track Agency, creating data-driven content strategies that combine SEO and brand storytelling.
- Executed editorial calendars and multimedia campaigns aligned with client goals and market trends.
- Integrated AI tools to optimize productivity, keyword performance, and content personalization.



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Activities and interests

Version 4.0 represents my personal and professional evolution—a reset driven by purpose, much like how systems are upgraded not only with time but with intention. It reflects my commitment to continuous improvement, adopting new tools, and staying curious in a fast-changing world.

Passionate about coworking culture and creating meaningful connections. A coffee enthusiast, lifelong learner, and creative thinker who loves experimenting with subject lines that spark engagement.

I enjoy staying active through exercise, exploring new places to learn about history, people, and culture, and developing new skills—whether it's mastering a new language, learning innovative software programs, or exploring trends that shape the future.

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Experience

General Manager

Epicentria Business Center, MX

Dec 2022 – Jul 2024

- Increased staff performance by 25% through structured training programs and enhanced internal communication, resulting in higher customer satisfaction scores.
- Streamlined financial operations, reducing rent collection and vendor payment processing time by 40% through process optimization.
- Developed 10+ operational manuals and SOPs, creating a scalable framework to replicate the business model across multiple locations.

Founder & Director

Create Cowork, Zapopan, MX

Mar 2019 – Aug 2023

- Positioned the brand as a top choice for meeting room rentals and coworking spaces in Guadalajara, driving a 35% increase in local market share.
- Organized 2 monthly networking events (10+ annually), fostering partnerships among entrepreneurs, SMEs, and social impact initiatives, resulting in measurable business collaborations.
- Led content strategy and implemented automation tools, boosting community engagement by 40% and improving lead conversion rates.

Community Manager

WeWork, Zapopan, MX

Jul 2018 – Feb 2019

- Contributed to the successful launch of the first WeWork location in Guadalajara, ensuring seamless operations and brand consistency.
- Maintained rent collection rates above 95%, ranking among top-performing locations for payment compliance.
- Drove community engagement initiatives and supported daily operations, enhancing client satisfaction and retention.

Retail Store Manager

Nike Factory Store, Mexico

Mar 2008 – Jun 2018

- Progressed from Sales Associate to Store Manager, leading a team of 30+ employees and overseeing operations in sales, inventory, marketing, and finance.
- Increased annual revenue by 20% through execution of sales strategies, KPI management, and high-performance coaching programs.
- Developed and implemented talent strategies, reducing staff turnover by 15% and improving team engagement scores.
- Managed P&L and budgeting processes, ensuring alignment with corporate objectives and margin optimization.
- Served as a pilot store for corporate initiatives, providing actionable feedback and implementing successful retail innovations.