ROD BORGES

Account Director | AI Enabler · Client Leadership · Account Growth · Integrated Brand & Marketing

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PROFILE

Account leader with 20+ years on both sides of the agency relationship. Started in advertising as a copywriter, became junior agency president within two years, and later led creative and new business as Senior Creative Director, winning three major accounts in a single year. Then spent 13 years client-side at Spin Eng, briefing and managing agencies, owning the marketing budget and growing multi-year enterprise accounts with C-level clients (+50% revenue, +62% opportunities). Most recently built brand and client partnerships from zero at Nrolled. A hands-on AI enabler who builds with Claude, Figma and Midjourney, shipping tools, sites and creative in-house and helping teams turn AI into faster, sharper client work. Rotman EMBA, PMP.

CORE STRENGTHS

- Senior client relationships and C-level counsel
- New business and pitch leadership, incl. RFPs
- Scope, budget and profitability management
- Team leadership, coaching and mentoring
- Account planning and organic account growth
- Integrated brand, content and campaign strategy
- Creative briefing and quality of the work
- AI enablement for client and creative teams

AI ENABLEMENT

- **Builds AI products:** Designed and shipped in-house AI tools at Nrolled, including a content marketing platform on the Anthropic API, AI onboarding flows and public data products.
- **AI-assisted creative:** Brand design system built with Claude, Midjourney illustration, AI motion and video editing for seasonal campaigns, and a podcast narrated with an AI-cloned voice.
- **Agentic workflows:** Runs daily agentic research and reporting automations built on Claude Skills and scheduled tasks; uses LLMs to query and analyze data.
- **Ships with AI:** Designed and built three live websites with AI as a creative and engineering partner (see Projects), from concept to deployment.

PROFESSIONAL EXPERIENCE

Creative & Client Leadership | Agency President · Senior Creative Director · Copywriter

Agency roles where the craft and the business of client service were built: creative, accounts and new business.

- **New business:** Won 3 major new accounts in a single year and retained key government clients as Senior Creative Director, leading a 10-person creative team across private and public-sector clients.
- **Pitch leadership:** Led new-business pitches end to end, including formal government RFPs: proposals, cost estimates, pitch team and final presentation.
- **Agency leadership:** Rose from copywriter to junior agency president within two years, led a 20-person agency and grew revenue 20% while protecting culture and creative standards; later opened and led a new agency branch office.
- **Craft:** Wrote direct marketing for major retail, telecom and financial-services brands; earned 5 creative awards.

Spin Eng | Toronto, ON — **Oct 2013 – Present**

SCADA and ADMS software that electric utilities use to monitor and control their grids.

Director, Key Accounts & Marketing — Sep 2019 – Present

- **Client leadership:** Senior relationship owner for multi-year enterprise accounts and C-level buying committees, orchestrating sales, engineering and delivery teams around each client's roadmap.
- **Account growth:** Grew revenue 50% and business opportunities 62% (against a 50% target) over two years by rebuilding account planning, pipeline cadence and forecasting.
- **Land and expand:** Turned a single gateway-solution sale into a second contract with a sister company in the same utility group, opening a third opportunity now in progress.
- **Agency and marketing ownership:** Ran the marketing budget, agency partners, website, content and two international trade shows a year; led a 7-person sales and marketing team.
- **Brand repositioning:** Led design-thinking workshops that repositioned the brand, lifting lead generation 30% (against a 10% target) and taking prospect meetings from zero to 3 to 4 per week.

- **Commercial model:** Led the shift from perpetual licences to SaaS subscription (benchmarking, pricing, redesigned funnel) and wrote the company's B2B sales playbook; used MEDDICC to qualify deals and sharpen forecasts.

Operations Manager, Client Delivery Jan 2016 – Sep 2019

- **Delivery:** Led a 15-person team delivering utility software integration projects end to end: scope, schedule, budget, client relationship and QA.
- **New business unit:** Launched and ran a real-time asset management unit, doubling its annual revenue.
- **Partnerships:** Opened three new international markets by sourcing, evaluating and enabling local partners.

Marketing Manager Oct 2013 – Jan 2016

- **Function build:** First marketing hire; founded the department, modernized client communications, rebuilt the website, ran trade-show presence and introduced marketing systems that scaled with the company.

Nrolled | Toronto, ON (Hybrid) **Jul 2023 – Oct 2026**

Early-stage hospitality workforce SaaS connecting venues with freelance hospitality workers.

Head of Marketing & Client Partnerships

- **Client partnerships:** Owned enterprise client relationships and closed a $66K ACV corporate deal for the CRM and workforce-management platform.
- **Brand from zero:** Built the brand identity and go-to-market strategy for a two-sided marketplace of workers and venues.
- **Campaigns:** Grew the freelancer pool to 1,000+ in the first month through targeted acquisition campaigns.
- **Integrated marketing:** Led cross-channel acquisition and demand generation for B2C (workers) and B2B (venues): paid and organic social, seasonal video campaigns and a recurring TikTok and Instagram character series.
- **Sales motion:** Designed the venue-side SaaS sales process: CRM pipeline, pricing structure and funnel.
- **AI in-house:** Led AI adoption across marketing and client work: built the team's AI tools, content engine and creative pipeline.

WWF | Global conservation organization **Apr 2012 – Aug 2013**

Content Executive

- **Content and social:** Grew organic social engagement and followers 15% through digital content strategy.
- **Program and budget:** Project lead managing the 5-year budget of a national water conservation program, aligning stakeholders, scope and spend.

PROJECTS

- **Rod's Universe** (resume.rodrigolpborges.com): interactive data visualization that turns real career records into an explorable field across six categories. Built with AI.
- **Rodrigo's Chronicles** (chronicles.rodrigolpborges.com): 99 published essays (2015 to 2020) visualized as the rings of a tree, live in 8 languages. Built with AI.
- **Marketing portfolio** (tinyurl.com/rodrigolpbport): branding, AI web design, growth marketing, AI motion and video, and social content.
- **Like Dogs and Cats:** created an illustrated series and grew it to 30,000+ followers.

EDUCATION & CERTIFICATIONS

Executive MBA | Rotman School of Management, University of Toronto 2022 – 2024
Post-Graduate Diploma in Administration 2015 – 2017
Bachelor of Advertising 2003 – 2007

Certifications: PMP, Project Management Institute (2019) · PMI-ACP, Project Management Institute (2020) · PSPO I, Scrum.org (2021)

COMMUNITY, TOOLS & LANGUAGES

- **Community:** Mentor, The Entrepreneurship Hatchery, University of Toronto (2023 – Present). Student Fellow, Creative Destruction Lab (2023 – 2024). Board Member, Society of Sharing (marketing and fundraising).
- **Tools:** Claude, Midjourney, Figma, n8n, Adobe Creative Cloud (incl. video editing), HubSpot, Salesforce, Jira.
- **Languages:** English and Portuguese (bilingual), Spanish (intermediate), French (beginner).