

DAPHNE SCROMEDA

COMMERCIAL MARKETING LEADER

Dear MAKR Hiring Team,

I am applying for the Director of Marketing position at MAKR. For more than 15 years I have built Okanagan brands that bring people together, and the chance to do that for Waterplay, Parkworks and Wekid, at a company whose purpose is connecting communities through play, is one I am genuinely excited about. It is also personal. My family splits its time between Lake Country and Penticton, and both towns have a splash pad at their heart: the Tretheway Splash Pad at Swalwell Park, which Waterplay helped revitalize, and the new Skaha Lake splash pad that Parkworks helped bring to life with the City of Penticton, the En'owkin Centre and Rotary. I have seen first-hand what your work does for a community.

As Marketing Director at Poplar Grove Winery, I lead brand, digital and customer experience strategy, and I am accountable for revenue. That includes marketing to approximately 1,000 B2B accounts across North America, Europe and Asia, the same regions Waterplay is growing in, and working with several sales teams to deliver our B2B goals. I built the sales enablement program, with collateral, presentations and campaign tools for our outside sales team and independent sales agencies, that supports 35% wholesale growth since 2023. I helped ownership and our vice president hire the managers of our five customer-facing departments, and I lead them with training, monthly check-ins, KPIs and a seasonal budget for each, and I own the KPI dashboards and reporting that tie every campaign to ROI, and I grew our membership program from 1,200 to 2,800 members, a recurring revenue base now on track to reach its cap.

My background is more B2B and multi-brand than a winery title suggests. For nearly a decade I ran two distinct brands, Poplar Grove and Monster Vineyards, each with its own positioning, packaging, website and audience, much as Waterplay, Parkworks and Wekid each speak to different buyers. At Therapy Vineyards I built distribution partnerships across BC and Alberta through private retail, hospitality and agency-managed territories, a channel model close to Waterplay's dealer network, and worked with ownership to align production and releases with sales forecasts. At JoiRyde, the winery I co-founded, I opened wholesale channels with retailers, restaurants and corporate clients. At every winery I have represented the brand at trade shows and festivals, including the Vancouver International Wine Festival, from trade-only events to consumer and combined shows, a mix much like the conference and trade show calendar Waterplay works.

I am equally comfortable leading the technology behind marketing. I directed Poplar Grove's move to Commerce7 for POS, reservations, membership and CRM across every department, with a complete website redesign, and delivered both within two months. I work daily in Klaviyo, Meta Ads Manager and Google Analytics, and I use AI to build our own applications for CRM and corporate sales, organizing clients, workflows, relationships and the sales pipeline in one place. I have read and acted on market shocks, launching the Cascadia Series after the 2024 deep freeze and shifting spend to capture the 2025 Buy Canadian movement, the kind of agility tariffs now demand of Canadian exporters. I have also created award-winning marketing materials, including video. I would bring the same instincts to launches like Pop Top, Booster and U-Turn, to wins like this month's two WWA Leading Edge Awards, and to the designers, parks teams and resort operators who choose Waterplay.

I live in Lake Country, a short drive from Crowley Avenue, and am ready to work on-site. I built daphnescromeda.ca, an interactive dashboard of my results and experience, for your review before we speak. I would welcome the chance to talk about how I can help MAKR strengthen its brands, build pipeline alongside Sales, and lead a team as playful and purposeful as the spaces you create.

Sincerely,



Daphne Scromeda



250.486.0292



daphne.scromeda@gmail.com



daphnescromeda.ca



Lake Country