MARKETING / CREATIVE / GROWTH

Daniel Raiter

Marketing & Growth

Social strategy / Campaigns / Videography



Toronto, Canada raiterdaniel@gmail.com Portfolio LinkedIn

Business co-founder and marketer combining campaign strategy, social content and customer growth with hands-on brand design, videography and advanced video editing.

C$870K
Company revenue
in the first 10 months

150+
Clients personally
signed

20M+
Account views in the first 45 days
A team result I helped create

MARKETING EXPERIENCE

Marketing and lead-generation business

Founded Dec 2025

Co-founder & Head of Sales and Operations

Co-founded a business serving U.S. home-service companies through lead generation, SEO, advertising and website rebuilds.

- Built the **brand, website, offer and client-acquisition campaigns**, connecting the service proposition with the questions and needs of business owners.
- Personally signed **150+ clients** and generated **C$500,000 in revenue from acquired accounts**; owned onboarding, client relationships and retention.
- Connected **Airtable, GoHighLevel, SMS and Whop** workflows across acquisition, follow-up, onboarding, billing and lead delivery.
- **Helped train four sales representatives** on pitches, scripts and objection handling.

Trendform Creative

Creative agency / Strategy and content production

- Contributed creative strategy and content production to a new entertainment account that reached **20M+ views in its first 45 days**.
- Developed concepts, hooks, scripts and visual direction; produced and edited social and brand content.

Creative work and capabilities

Nuroblü

Consumer brand project / Creative strategy and design

- Created the **brand identity, product imagery and Shopify storefront**, carrying a consistent product story across the customer experience.
- Wrote **direct-response copy, product comparisons, FAQs and calls to action** to explain the offer and support the purchase decision.
- Led **video concepts, scripts, production and editing**; selected AI-assisted creative examples are available in the portfolio.

Jewnity Sports

Social-media support and sports videography

- Supported social media and **helped film the men's basketball league on location**.

Delta Rank

Local-search venture / Positioning and website strategy

- Developed **positioning, branding, website strategy and sales messaging**; supported onboarding and fulfillment-partner coordination.

SELECTED COLLABORATIONS

Nitsan Raiter / Noam Raiter / Clipfarm

PRODUCTION

Videography, on-location filming and advanced video editing, with my own professional camera and microphone kit.

Social media and LinkedIn content, campaign copy and brand design.

WORKING TOOLKIT

Design and video

Canva, CapCut, Higgsfield, ElevenLabs

Web and commerce

Shopify, Framer, Jotform

CRM and workflows

GoHighLevel, Airtable, SmarterContact, Whop, Discord, Jumper Media

Production support

ChatGPT, Claude, Claude Code, Google Sheets, Zoom

EDUCATION

Toronto Metropolitan University

Ted Rogers School of Management

Marketing studies; paused to build the business.