

WORK EXPERIENCE

The Light System
(UNIFYD Affiliated Company)
2025 - Present

Marketing Director

Successfully launched a start-up light therapy tech brand and oversaw all product design, marketing management, paid ads, creative asset development and strategic partnerships.

- Concept to market implementation
- Paid and organic social media
- AI Generative asset development and marketing automations

UNIFYD Healing
2024 - 2025

Digital Marketing Director

Led Global Digital Marketing & Advertising Strategy for a network of 400+ wellness centers worldwide, driving both brand awareness and local demand generation through PPC Meta and Google ad campaigns. Developed and executed hyper-local SEO strategies leveraging search and social advertising to maximize engagement and conversion.

- Optimized lead management on High Level CRM
- Managed SEM for 36 local centers across North America
- Established location-based email automations and marketing campaigns
- Launched hundreds of successful organic social media campaigns

Chauvet Lighting
2022 - 2024

Senior Digital Manager

Successfully managed multiple brand websites with Salesforce and WooCommerce integration for a global lighting manufacturer. Designed high-impact WordPress websites used to launch multi-million dollar ad campaigns.

- Managed SEO for five flagship sites, boosting organic traffic by 35%
- Implemented email marketing strategies for new products via MailChimp
- Generated image and video assets for social media advertising

Strive Health
2020 - 2021

Senior Digital Marketing Specialist

Developed a full strategic digital marketing strategy for a national kidney care and dialysis provider. Collaborated with key executives to garner the business and investment of companies like Humana and Google.

- Led an SEO campaign that improved domain authority and Google page rank, increasing organic traffic by 241%
- Generated Sales Qualified Leads at 7x the rate of previous ads via LinkedIn ad campaigns
- Implemented comprehensive email marketing campaigns

iVelocity Marketing
2014 - 2020

Marketing Manager / Designer

Managed paid ads for a portfolio of 100+ independently owned chiropractic and functional medicine centers, driving patient acquisition and establishing scalable marketing standards. Launched hundreds of websites on Wordpress and integrated a CRM to manage leads

- Managed hundreds of B2C new-patient campaigns across Meta (Facebook/Instagram) and Google Ads
- Built optimized landing pages to maximize conversion and lead quality
- Designed automated workflows integrated with HighLevel CRM

Custom Earth Promos
2009 - 2014

Marketing Manager / Designer

Directed UX/UI design for a sustainable e-commerce startup. Designed and multiple WordPress websites. Managed a blended team of 4 in-house employees and 12 remote contractors, driving innovation and operational efficiency.

- Managed PPC campaigns in Meta and Google Ads
- Developed automated email marketing campaigns
- Implement several search engine optimization strategies that resulted in top 3 rankings.

Education
2001 - 2005

Florida Atlantic University
BFA Computer Arts & Animation

SKILLS	PLATFORMS	PROGRAMS
PPC	WordPress	Adobe Suite
SEO	Shopify	Canva
SEM	MailChimp	Final Cut Pro
Email Automation	Klaviyo	Midjourney
UX / UI Design	Wix	Kling
Social Media Marketing	Hubspot	Runway
AI Asset Generation	Squarespace	Blender 3d
Creative Ad Design	Webflow	Nano Banana
CRM Management	Meta Business Manager	Veo
Ecommerce Management	Google Analytics & Ads	

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