

Ethan Lindley

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PROFESSIONAL SUMMARY:

Marketing leader who turns creative ideas into scalable growth systems that drive measurable business outcomes. Experienced in building and leading high-performing content, social, and influencer programs from the ground up. Known for connecting strategy, creative, and performance to generate demand, increase conversion, and deliver multi-million-dollar revenue impact.

PROFESSIONAL EXPERIENCE:

AirSculpt Technologies, New York, NY

Content & Social Director

December 2022 – Present

Social Media Manager

March 2019 – December 2022

Social Media Specialist

March 2018 – March 2019

- Create and scale the influencer marketing program from the ground up, creating a new revenue-driving channel that generated \$3.2M in 2024.
- Lead creator partnerships into a repeatable growth engine, managing 50–60 active collaborations that supported awareness, lead generation, and local market visibility.
- Create a lead-cycle content strategy that improved campaign performance, increasing lead click-through rates and consultation conversions by 23%.
- Direct creative tied to a \$25M paid media budget, helping improve conversion efficiency and maintain a 4.3% sales conversion rate.
- Enhanced website and landing page creative to improve user acquisition, driving 39% growth in new users and 58.32% growth in sessions.
- Grew owned social audience from 70K to 630K followers, significantly increasing brand reach and long-term audience value.
- Built and led a 10-person creative team, expanding production capability across design, video, animation, and social to support growth at scale.
- Oversee agency relationships to strengthen execution and keep external partners aligned with performance and brand objectives.
- Direct creative strategy across internal teams and agency partners, unifying brand messaging across all channels to improve consistency, audience recognition, and overall campaign performance.

Amazon, Seattle, WA

Fashion Specialist

June 2017—December 2018

- Contributed to the launch of Amazon’s first AI-driven fashion product (Echo Look), helping introduce personalized styling technology to the market.
- Trained AI and development teams on fashion principles, directly improving the relevance and accuracy of AI-generated recommendations.
- Contributed to digital ad creative to support product launch, increasing user awareness and engagement across Amazon’s app ecosystem.
- Organized cross-functional initiatives for a 50-person team, improving collaboration and execution during product development and launch.

EDUCATION:

Iowa State University

September 2012 — May 2017

Bachelor of Science Double Major: Marketing & Apparel Merchandising

University of Arts London

September 2015 — January 2016

Fashion Business

CORE SKILLS & TOOLS:

Core Skills: Growth Strategy, Content & Social Leadership, Influencer Marketing, Creative Direction, Performance Marketing, Brand Development, Conversion Optimization and Team Leadership.

Tools: Figma, Adobe Creative Cloud, Canva, Descript, Eleven Labs, Claude AI and JIRA.