



## Head of Digital Marketing

Digital Marketing Manager with Experience Growing Brands to \$80 Million in Revenue.

AskKristofer.com - (954) 297-5652

### Head of Digital Marketing ShaeMarcus.com

2023

As the Head of Digital Marketing at Shae Marcus Consulting, I oversaw 5 departments, 23 employees, and 109 Client's Digital Marketing Successes. To increase our clients return on investment we invested heavily in SEO, PPC, CRO, and Social Media strategies to increase our clients traffic and leads and location reputation.

#### Client Successes:

- Adolphe Personal Injury Law Firm Hit #1 Attorney in Lake Worth, FL
- Shamrock Roofing Hit \$80 Million in Revenue
- David's Hauling Generate 500+ Leads Per Month
- Beachcomber Recovery Celebrates 50 Years of Successes
- Heartland Company Redesigns 27 Nationwide Brands

#### Client Verticals:

- Personal Injury Law Firm
- Addiction Recovery
- Moving & Hauling
- Healthcare
- Home Services
- Roofing
- Plumbing
- Recruiting
- Real Estate
- Sober Living

### SEO Manager Elite-Strategies.com

2022

As a Technical SEO Manager, my role was to manage a portfolio of client websites. I monitored client websites daily while implementing the best seo strategy to drive more leads using seo best practices. Achieved positive growth in impressions, clicks, keywords, & leads for all clients across multiple verticals, & multiple markets.

- Managed 30 Brands Nationwide and achieved positive growth in traffic and leads

**Entrepreneur** 7FigureRoofing.com**2021**

Helped Roofers Across the Nation increase their Leads, and their Sales while positioning their brand as the #1 Roofing Company in their Market.

- Generated Roofing Leads in 14 Different Markets Nationwide with an Average \$34 CPL across 5 Different Acquisition Channels (FB Ads, YT Ads, Google Ads, Dialer, Cold Email, Cold Text)

**PPC Manager** RocketLeads.org**2019**

Responsible for Generating PPC Leads for many Clients Across Multiple Verticals. Launched and managed Google Call Only campaigns, Google PPC campaigns, and Google Youtube campaigns to drive more leads for clients.

- Generated Wildlife Removal Leads, Limo Leads, Solar Leads, Dental Leads, Roofing Leads, Pest Control Leads, and many other niches.

**Brand Manager** NuisanceWildlifeRangers.com**2017**

Phil and Joey hired me in 2017 to help grow their company to the multi million dollar mark. I was responsible for managing a \$250,000 per year marketing budget. In 2 years I helped them grow from \$3 million to \$7 million. Generated 1,000s of phone calls using Google Ads, Google SEO strategies, and strategic partnerships.

- Helped grow the company from \$3 million to \$7 million in 2 years

**Ecommerce Manager** KiraLabs.com**2015**

At Kira Labs, I personally managed three skincare portfolio websites generating orders from email marketing.

- Generated \$30,000/m in email marketing revenue.

**Ecommerce Assistant** OperationROI.com**2013**

My core focus was setting up ecommerce clients on GoDataFeed.com with an average 4x ROI.

- Averaged 4X return on investment for all of our ecommerce clients.

**Wordpress Developer** TitanSalvage.com**2012**

My responsibilities included front end website development, content management, & marketing materials.

**Skills**

|          |   |
|----------|---|
| Branding | Wordpress Management, Photoshop   |
| Leads    | Google Ads, Google Maps, Facebook Ads, Search Engine Optimization         |
| Sales    | Sales Demos, Sales Proposals, Sales Automation, Hiring & Training Closers |
| AI       | AI Agents, AI Writers, AI Automation, AI Workflows, AI Deliverables       |

**Education**

Computer Science Minor - Florida Atlantic University

**2012**

