



Head of Digital Marketing

Digital marketing leader with 15+ years building acquisition programs that turn traffic into revenue, including growing a client brand to \$80 million and scaling a service business from \$3 million to \$7 million in three years.

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Head of Digital Marketing ShaeMarcus.com

2023 - 2026

As the Head of Digital Marketing at Shae Marcus Consulting, I oversaw 4 departments, 12 employees, and 109 Client's Digital Marketing Successes. To increase our clients return on investment we invested heavily in SEO, PPC, AI, and Social Media strategies to increase our clients traffic and leads and location reputation.

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

- Client Verticals
 - Personal Injury
 - Addiction Recovery
 - Moving & Hauling
 - Home Services
 - Roofing
 - Plumbing
 - Recruiting
 - Real Estate
 - Mortgage
 - Sober Living

SEO Manager Elite-Strategies.com

2021 - 2023

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

Brand Manager 7FigureRoofing.com

2020 - 2021

Helped Roofers Across the Nation increase their Leads, and their Sales while positioning their brand as the #1 Roofing Company in their Market. Results were generated across 5 Different Acquisition Channels (FB Ads, YT Ads, Google Ads, Dialer, Cold Email, Cold Text)

- Generated Roofing Leads in 14 Different Markets Nationwide with an Average \$34 CPL

PPC Manager NuisanceWildlifeRangers.com

2017 - 2020

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 3 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 NWR grow from \$3 million to \$7 million in 3 years

Email Manager KiraLabs.com

2015 - 2017

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 - 2015

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 - 2013

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

SEO Specialist LocalTitans.com

2011 - 2012

My focus was ranking websites organically in Google with aggressive automated seo strategies.

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
Software	Javascript, Python, APIs, Github, JWT and Software Development
AI	AI Agents, AI Writers, AI Automation, AI Workflows, AI Deliverables

Education

Software Engineering Certificate - 4 Geeks Academy

2025

Computer Science Minor - Florida Atlantic University

2012

Bachelors of Finance - Florida Atlantic University

2010