



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 - 2026

As the Head of Digital Marketing at Shae Marcus Consulting, I was responsible for generating leads for 109 clients in our agency. Results were generated from SEO, PPC, and Social Media. Client verticals varied from Roofing, Personal Injury Attorneys, Addiction Recovery, Mental Health, Home Services, and Real Estate Agents.

- Helped our biggest client generate 2,000 leads a month across 19 locations with SEO & PPC.

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

Entrepreneur 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

Brand 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

Ecommerce 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