

Greg Banig | Digital Marketing Executive

2693 Brunswick Lane • Hudson, OH • 44236

www.gregbanig.com • greg@gregbanig.com • (330) 281-8421

CAREER SUMMARY

I develop remarkable teams, strong capabilities, and phenomenal growth.

20+ year track record of successful strategic and tactical leadership with: 1) Brands and Agencies; 2) Fortune 100s, SMBs, and Start-Ups; 3) Domestic and International. High concentration on digital marketing with broad career experience spanning traditional marketing channels.

AREAS OF EXPERTISE

Marketing Leadership & Strategy
Team/Department Building
Analytics & Measurement
Creative Concepts & Branding
Customer Acquisition
Omnichannel & Multichannel Marketing

DIGITAL MARKETING COMPETENCIES

- Customer Relationship Management
 - Marketing Automation
 - Analytics
 - Optimization & Testing
 - Ecommerce
 - SEO, SEM & Social
 - Display & Remarketing
 - Mobile & Local
 - Content Marketing
-

EXPERIENCE

CO-FOUNDER | LEAD DEPARTMENT, LLC & BNG DIGITAL

Hudson, OH (2015-Present)

- Digital marketing consultant for brands ranging from startups to Fortune 500s.
- Industries and clients include retail/e-commerce (P&G, CVS, Jarden Corporation, Kroger), home improvement, restaurant (Sir Pizza), financial services, and healthcare (St Elizabeth Healthcare, American Healthcare Capital).
- Management and oversight of digital budgets ranging from \$500k-\$1m+/month.
- Focus on customer acquisition, analytics, optimization, marketing automation, and personalization.

DIRECTOR OF DIGITAL | LEAFFILTER

Hudson, OH (2012-2015)

- Directed 7-figure digital budget with forecasting and P&L responsibility.
- Developed long-term strategic plan & direction for digital expansion that generated substantial year-over-year revenue growth of 320% (yr 1), 65% (yr 2), 32% (yr 3) and 50% (yr 4).
- Recruited, trained and mentored the company's initial digital marketing department.
- Management and strategic oversight of all digital marketing channels, including paid search, SEO, affiliate, display and remarketing, content marketing, social, public relations, email, and CRM.
- Developed branding and creative concepts, user interface/experience models, measurement and analytics programs, audience personas and personalization, and lead nurturing programs.

**ASSOCIATE DIRECTOR OF PERFORMANCE MARKETING STRATEGY | POSSIBLE
Cincinnati, OH (2011-2012)**

- Agency lead on digital marketing strategy for Procter & Gamble, Dannon, ConAgra Foods, Abbott Nutrition, Smucker's, Fifth Third Bank, Furniture Brands, Southern California Edison, and Samsung.
- Directed team of Digital Marketing Strategists and Analysts.

**MARKETING MANAGER | RAYMOND J. LUCIA COMPANIES, INC
San Diego, CA (2001-2011)**

- Management of marketing team, planning and implementation for a nationwide financial firm.
- Led firm's digital transformation (CRM, web-based planning software, live web-based seminars, and digital marketing efforts) that fueled growth from 1 office to 20 offices nationwide.

**WEBSITE MANAGER, MARKETING MANAGER | ERISS CORPORATION
San Diego, CA (1999-2001)**

- SEO, user interface strategy and design, and testing and optimization for a technology start-up.

**MARKETING COORDINATOR | ASSOCIATION FOR QUALITY & PARTICIPATION
Cincinnati, OH (1996-1999)**

SOFTWARE & TECHNICAL SKILLS

Analytics/CRM

Google Analytics
Adobe Marketing Cloud
Salesforce/Pardot
Infusionsoft
Marketo
HubSpot

Digital & Technical

Google Ads, Bing Ads, Facebook Ads
Outbrain, Taboola
Moz, BrightEdge
Joomla, WordPress
Magento, Shopify

Creative

Adobe Creative Suite

EDUCATION

Miami University, Oxford, OH (1997)

Bachelor of Arts, Communications (Marketing/Public Relations Focus)

The American College, Bryn Mawr, PA (2006)

Certified Financial Planner educational requirements

SECURITIES LICENSES (INACTIVE)

Series 7, 63, 65, 66 (FINRA CRD# 4528961)

ADDITIONAL

Visit www.gregbanig.com to review expanded career history and project details.