

Greg Banig | Digital Marketing Executive

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CAREER HIGHLIGHT REEL

Raymond J Lucia Companies, Inc. (currently Lucia Capital Group)

2001-11

- Led firm's digital transformation – implementation of CRM program, digital marketing capabilities, web-based software and reporting tools, and web-based seminars/events.
- Directed marketing efforts that fostered growth from one to 20 locations.

Possible Worldwide

2011-12

- Abbott Nutrition. Crafted the digital reputation management strategy for Similac that positioned 100% owned, positive digital assets on the branded SERP and removed 3 high-ranking negative.
- Fifth Third Bank. Provided digital marketing strategy (paid search, landing page development, A/B testing, and analytics) that reduced cost per new account by 13.6% (\$110 to \$95).

LeafFilter Gutter Protection

2011-15

- Built an internal digital marketing team from the ground up.
- Digital revenue annual growth:
 - Year 1: \$1.1m to \$4.6m (318%)
 - Year 2: \$4.6m to \$7.6m (65%)
 - Year 3: \$7.6 to \$10m (32%)
 - Year 4: \$10m to \$14.65m (46.5%; projected pace at exit)

Lead Department, LLC / BNG Digital

2015-19

- St. Elizabeth Healthcare. Implemented paid search optimizations that led to the following improvements in one month:
 - Impressions up 4.25%
 - Clicks up 49.14%
 - Click-through rate up 45.17%
 - Cost per click down 33.10%
- All American Gutter Protection. Produced double digit annual percentage increases in online leads.