Greg Banig | Senior Marketing Leader

2693 Brunswick Lane • Hudson, OH • 44236
www.gregbanig.com • gregbanig@gmail.com • (330) 281-8421

TECHNICAL CAPABILITIES

Paid Search

Google Ads

Bing Ads

Display

Google Ads

AdRoll

Paid Content

Outbrain

Taboola

SEO

Moz

Uber Suggest

SEMrush

Ahrefs

Analytics, Survey, Research

Adobe Experience Cloud

Google Analytics

Qualtrics

Affiliate Marketing

Commission Junction

PepperJam

Landing Pages

Unbounce

Lead Pages

Creative

Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere)

Social

Meta Ads

LinkedIn Ads

Sprout Social

Hootsuite

AI

Jasper, Chat GPT (content)

Adobe Firefly, DALLE-E (graphics)

HayGen, WellSaid (video, audio)

Testing & Optimization

Adobe Experience Cloud

Visual Website Optimizer

OptIn Monster

Optimizely

CRM, Email, Lead Nurturing, Personalization

Adobe Experience Cloud

Pardot

Salesforce

Zoho

HubSpot

ActiveCampaign

Review & Reputation

Birdeye

Website Development

Adobe Dreamweaver

WordPress