

# Greg Banig | Senior Marketing Leader

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## CAREER SUMMARY

Strategic marketing leader with a track record of success in high-growth environments, spanning brands, agencies, Fortune 100s, SMBs, start-ups, and private equity-backed firms. High specialization in digital marketing, with experience across print, direct mail, events, outdoor, PR, and broadcast.

### AREAS OF EXPERTISE

Marketing Strategy  
Team/Department Building  
Analytics & Measurement  
Creative Concepts & Branding  
Lead Generation  
Go-to-Market Strategy

### DIGITAL MARKETING COMPETENCIES

- Marketing Automation
- Analytics
- Optimization & Testing
- Customer Relationship Management
- Streaming + CTV/OTT
- SEO / Content Marketing
- Paid Search
- Display & Remarketing
- Mobile & Local
- Affiliate
- Social Media

## EXPERIENCE

### VP DIGITAL MARKETING | REPIPE SPECIALISTS

Burbank, CA (2023-2024)

- Digital Marketing lead for private equity-backed home services company.**
- Implemented new digital channels resulting in an increase of over 20% in lead volume.
- Successfully expanded SEO content and campaigns, driving a year-over-year growth of 34% in leads and 41% in appointments.
- Led a comprehensive website redesign to align with the updated company branding.
- Achieved year-over-year growth of website conversions, increasing leads by 58% and appointments by 64%.
- Conceived and successfully oversaw a pilot program for event marketing, serving as a proof-of-concept for home shows.
- Formed affiliate/performance marketing collaborations and subsequently decreased the corresponding cost per lead (CPL) by 62.5% in a span of 2 months.

### MARKETING CONSULTANT | LEAD DEPARTMENT, LLC

Hudson, OH (2015-2022)

- Strategic/tactical oversight of 7-figure digital budgets.**
- Marketing consultancy focused on strategy, paid search, SEO, social, content marketing, affiliate, website development, and traditional marketing channels.

- Clients range from start-ups to Fortune 500s, in both B2C and B2B, spanning a wide array of industries.

#### **DIRECTOR OF DIGITAL | LEAFFILTER**

**Hudson, OH (2012-2015)**

- **Head of Digital Marketing responsible for year-over-year growth of 318%, 65%, 32%, and 47%.**
- Digital marketing lead during growth from a regional to a national brand.
- Directed digital budget with forecasting and P&L responsibility.
- Recruited, trained, and mentored the digital marketing department.
- Oversight of 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 (A WPP AGENCY)**

**Cincinnati, OH (2011-2012)**

- **Directed 7-figure digital budgets with responsibility for cost per acquisition and lead generation.**
- Agency lead on digital marketing strategy for Procter & Gamble, Dannon, Conagra Brands, Abbott Nutrition, Smucker's, Fifth Third Bank, Furniture Brands, Southern California Edison, and Samsung.
- Directed team of Digital Marketing Strategists and Analysts.
- New business development for existing and prospective clients.

#### **MARKETING MANAGER | RAYMOND J. LUCIA COMPANIES, INC**

**San Diego, CA (2001-2011)**

- **Head of marketing during growth from 1 to 15 markets.**
- Marketing lead during growth from 1 to 15 locations and a national footprint.
- Management of marketing team, planning, and implementation for a nationwide financial firm.
- Omnichannel marketing supporting both B2B and B2C initiatives and a network of advisors.
- Digital transformation and business process improvement.
- Product development and go-to-market strategy for web-based applications.

#### **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)**

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**SOFTWARE & TECHNICAL SKILLS**

<b>Analytics/CRM</b>	<b>Digital &amp; Technical</b>	<b>Creative</b>
Google Analytics	Google Ads, Bing Ads, Facebook	Adobe Creative Suite
Salesforce	Ads	
Pardot, Hubspot,	Moz, BrightEdge	
ActiveCampaign	WordPress	
Visual Website Optimizer		

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**EDUCATION**

**Miami University, Oxford, OH**  
Bachelor of Arts, Communications (Marketing/Public Relations Focus)

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**ADDITIONAL**

Visit [www.gregbanig.com](http://www.gregbanig.com) to review expanded career history and project details.