

Greg Banig | VP of Marketing/Digital

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CAREER SUMMARY

Accomplished marketer with a track record of successful strategic and tactical leadership with 1) Brands and Agencies; 2) Fortune 100s, Small and Midsize Businesses, and Start-Ups; 3) Domestic and International. High concentration on digital marketing with broad career experience spanning print, direct mail, event, outdoor, public relations, and broadcast.

AREAS OF EXPERTISE

Marketing Strategy
Team/Department Building
Analytics & Attribution
Creative Concepts & Branding
Lead Generation

DIGITAL MARKETING COMPETENCIES

- CRM
- Marketing Automation
- Analytics
- Optimization & Testing
- Ecommerce
- SEO & Paid Search
- Display & Remarketing
- Mobile & Local
- Content Marketing
- Social Media

EXPERIENCE

MARKETING CONSULTANT | LEAD DEPARTMENT, LLC Hudson, OH (2015-Present)

- **Strategic/tactical oversight of 7-figure digital budgets.**
- Marketing consultancy focused on direct response lead/revenue generation – marketing strategy, paid search, SEO, social, content marketing, affiliate, website development, and traditional marketing channels.
- Clients range from startups to Fortune 500s, in both B2C and B2B, and span a wide array of industries.
- Home services consulting includes gutter protection, solar, windows, artificial turf, bath, and remodeling

DIRECTOR OF DIGITAL | LEAFILTER Hudson, OH (2012-2015)

- **Digital marketing lead during growth from a regional to a national brand. Responsible for year-over-year growth of 318%, 65%, 32%, and 47%.**
- 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)

SOFTWARE & TECHNICAL SKILLS

Analytics/CRM

Google Analytics
Salesforce, Infusionsoft
Pardot, Hubspot,
ActiveCampaign
Adobe Marketing Cloud

Digital & Technical

Google Ads, Bing Ads, Facebook
Ads
Moz, BrightEdge
WordPress, Joomla

Creative

Adobe Creative Suite

EDUCATION

Miami University, Oxford, OH

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

ADDITIONAL

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