Greg Banig | VP of Marketing

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

CAREER SUMMARY

Growth-focused marketing executive with 20+ years of experience scaling revenue for Fortune 100, private equity–backed, and startup organizations. Combines hands-on leadership with tactical execution to build high-performance acquisition engines, modernize marketing operations, and deliver measurable ROI across digital and traditional channels. Known for aligning strategy with aggressive growth targets in high-scale and transformation environments.

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 MARKETING | JOYCE WINDOWS, SUNROOMS & BATHS
Berea, OH (2024 - Present)

- Provide executive leadership for enterprise-wide marketing and lead generation across a multi-location home services platform, scaling customer acquisition across digital, traditional, event, and call center channels.
- Manage multimillion-dollar budgets and forecasting, aligning investment strategy with aggressive growth targets and ROI accountability.
- Build and operationalize omnichannel performance infrastructure to drive data-backed decisions, continuous optimization, and revenue expansion.
- Led Year 1 transformation including website rebuild, content marketing launch, Call Center and Event Team restructuring, and deployment of a scalable digital acquisition engine.

FOUNDER, CONSULTANT | ABODE HOME SERVICES
Hudson, OH (2024 - Paused)

- Founded and led a startup consulting practice and lead generation platform serving home service companies, building scalable customer acquisition frameworks.

VP DIGITAL MARKETING | REPIPE SPECIALISTS
Burbank, CA (2023 - 2024)

- Served as Digital Marketing lead for a private equity–backed home services platform, driving

enterprise growth across acquisition channels.

- Launched and scaled new digital channels, increasing total lead volume by 20%+.
- Expanded SEO ecosystem and campaign strategy, delivering 34% YoY lead growth and 41% growth in booked appointments.
- Directed a full website redesign and conversion optimization strategy, increasing leads 58% and appointments 64% year-over-year.
- Designed and executed an event marketing pilot that validated home shows as a scalable acquisition channel.
- Built affiliate and performance partnerships, reducing CPL by 62.5% within two months while expanding pipeline volume.

MARKETING CONSULTANT | LEAD DEPARTMENT, LLC
Hudson, OH (2015 - 2022)

- Provide strategic and hands-on oversight of seven-figure digital marketing budgets.
- Lead a marketing consultancy delivering strategy and execution across paid search, SEO, social, content, affiliate, web development, and traditional channels.
- Advise clients ranging from startups to Fortune 500 enterprises across B2C and B2B industries.

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

- Head of Digital Marketing driving year-over-year growth of 318%, 65%, 32%, and 47% during expansion from regional to national brand.
- Owned digital P&L, budgeting, and forecasting with full accountability for growth performance.
- Built, trained, and led a high-performing digital marketing department.
- Oversaw integrated digital ecosystem including paid search, SEO, affiliate, display/remarketing, content, social, PR, email, and CRM.
- Led brand, UX, analytics, audience strategy, and lead nurturing initiatives to scale acquisition and lifecycle performance.

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

- Directed seven-figure digital budgets with full accountability for acquisition efficiency and lead generation performance.
- Served as agency lead on digital strategy for enterprise clients including Procter & Gamble, Dannon, Conagra Brands, Abbott Nutrition, Smucker's, Fifth Third Bank, Southern California Edison, Samsung, and others.
- Led and developed a team of Digital Marketing Strategists and Analysts.
- Drove new business development across existing accounts and prospective enterprise clients.

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

- Head of Marketing during expansion from 1 to 15 markets, supporting transition to a national footprint.
- Built and led marketing organization for a nationwide financial services firm, overseeing strategy, planning, and execution.
- Directed omnichannel marketing across B2B and B2C initiatives supporting a national advisor network.
- Led digital transformation and process modernization to scale operations and marketing performance.
- Drove 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	Digital & Technical	Creative
Google Analytics	Google Ads, Bing Ads, Facebook Ads	Adobe Creative Suite
Salesforce	Moz, BrightEdge	
Pardot, Hubspot, ActiveCampaign	WordPress	
Visual Website Optimizer		

EDUCATION

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

CERTIFICATIONS

Google Ads Search Certification, Google Ads Display Certification, Google Ads Measurement Certification, Google Ads AI-Powered Performance Ads Certification, Google Analytics Certification, Google Conversion Optimization Certification

ADDITIONAL

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