

# MELISSA CONN | MARKETING STRATEGY & DEMAND GENERATION

407.860.7689

[melissaconn01@gmail.com](mailto:melissaconn01@gmail.com)

[LinkedIn](#)

Florida, United States

**Strategic Marketing Leader | 15+ Years Driving Growth | Data-Driven Expertise in Demand Generation, Brand Strategy, SEO/SEM, CRM, and Multi-Channel Campaigns in Healthcare and Hospitality Verticals.**

Demonstrated success in scaling customer acquisition, driving multi-million-dollar revenue growth, and delivering ROI through strategic marketing innovation, full-funnel optimization, and data-led decision-making across dynamic markets. Special expertise in architecting omnichannel strategies, aligning marketing performance with revenue objectives, maximizing conversion pipelines, and fostering sustainable brand growth in competitive sectors. Skilled at elevating acquisition, retention, and customer lifetime value (CLV).

Marketing Strategy Development • Customer Acquisition Cost (CAC) • CRM Integration • UX/UI Collaboration  
Project Management • Ecommerce Strategy & Sales Enablement • Full-Funnel Strategy • Demand Capture & Creation  
Account-Based Marketing (ABM) • Marketing Automation • Revenue Marketing • Dynamic Dashboard Development  
SEO Strategy & Execution • Marketing Analytics & Attribution Modelling • Multi-Channel Campaign Management

## SNAPSHOT OF SUCCESS & CAREER IMPACT

**Drove a 271% Year-Over-Year Increase in Patient Acquisition:** Optimized and scaled Google Ads campaigns for a multi-state medical organization, significantly expanding lead flow and patient conversions.

**Achieved 8:1 Marketing ROI through Multi-Channel Strategy:** Designed and executed a marketing framework leveraging guest insights across multiple sales channels, delivering substantial revenue growth within the sector.

**Built Enterprise-Wide Dynamic Reporting Systems in Healthcare:** Developed and deployed a data dashboard integrating lead, sales, and patient data, enabling real-time alignment between marketing performance and revenue outcomes.

**Spearheaded Multi-Million-Dollar CRM and Platform Integration:** Led the end-to-end implementation of a new property management system and CRM with website API integration.

## PROFESSIONAL EXPERIENCE

### iCore Marketing – Central Florida

2019 – Present

#### VP of MARKETING STRATEGY & DEMAND

Recruited to lead strategic marketing initiatives across multiple industries as Managing Partner and Consultant, overseeing integrated campaigns and full-funnel demand generation. Direct strategies, marketing performance, and scaled growth, maintaining ROI under varying budget constraints. Optimized landing pages, integrating advanced tracking, A/B testing, and regional targeting to enhance lead quality and volume, achieving significant ROI for a multi-state medical group.

- Reconstructed Google Ads campaigns to drive a 120% increase in form fills and a 271% increase in patients, maintaining efficiency with only a 47.8% increase in spend.
- Reduced cost-per-acquisition by 55% while sustaining lead generation targets.
- Built scalable campaigns that yielded a 400% year-over-year lead increase.
- Developed a dynamic, automated dashboard aligning lead, sales, and patient data for real-time decision-making.
- Executed an international SEO strategy for a bioscience firm as part of a multimillion-dollar website overhaul.
- Drove \$84K in ticket sales and a 40% rise in social subscribers through targeted entertainment campaigns.

### Jeeves Vacation Rentals – Orlando, FL

2019 – 2020

#### MARKETING DIRECTOR

Appointed to develop and execute multi-channel strategies to increase bookings, enhance brand visibility, and prepare for a major website relaunch. Aligned marketing with sales efforts, streamlined analytics reporting, and implemented marketing infrastructure for sustained growth. Developed and executed a funnel-stage strategy with multi-channel attribution across Google Ads, social media, and email marketing, implementing UTM parameters and platform pixels for real-time revenue tracking, optimizing budget allocation, and establishing a strong lead pipeline to support website and brand refresh efforts.

- Achieved a 100:1 return on ad spend through omnichannel campaigns.
- Increased website traffic by 54% year-over-year and doubled online bookings within six months.
- Captured over 500 leads and 424 bookings, generating \$1.66M in revenue.
- Directed a multi-million-dollar implementation of a new CRM and property management system with API integration.

# MELISSA CONN

## Paramount Hospitality Management – Orlando, FL

2017 – 2019

### CORPORATE DIRECTOR OF MARKETING

Entrusted to spearhead national and international campaigns aligned with seasonal demand and revenue objectives. Managed a portfolio-wide strategy to drive bookings, performance, and strengthen brand positioning for existing and new properties. Developed a targeted on-page SEO strategy, optimizing both branded and non-branded keywords, and creating tailored content to highlight unique resort offerings, driving increased visibility.

- Led a team generating over \$1M/month in direct bookings, maintaining an 8:1 marketing ratio.
- Surpassed annual email marketing revenue goals by 167% in Q1.
- Consistently sustained minimum 20% ROI on social campaigns and 10:1 ROI on SEM.
- Oversaw UX/UI design for four new websites, enhancing user engagement and performance.
- Analyzed a 500k+ subscriber database to segment users and created personalized email campaigns, reducing reliance on high-cost third-party reservation platforms.

## Regenerative Medicine Solutions – Tampa, FL

2014 – 2017

### SR. MARKETING DIRECTOR

Onboarded to direct demand generation for a national healthcare organization, managing a \$3M annual budget. Oversaw CRM integration, multichannel strategies, and team leadership to increase lead flow and patient acquisition. Led cross-functional collaboration to integrate CRM with data platforms, developing real-time dashboards to track lead qualification, channel performance, and cost metrics, improving campaign scalability by optimizing CPL and CPA.

- Generated up to 5,000 leads monthly while maintaining a 10:1 marketing ratio.
- Launched marketing initiatives for three new locations, supporting nationwide expansion.
- Integrated patient personas into funnel strategies to personalize outreach and boost conversions.
- Extended strategy to include PR and sales enablement tools, elevating brand presence.

## Paramount Hospitality Management – Orlando, FL

2012 – 2014

### DIRECTOR OF DIGITAL MARKETING & ECOMMERCE

Hired to manage digital strategies across three resort properties, aligning marketing with revenue goals. Focused on traffic growth, seasonal promotions, email strategy, and cross-team collaboration to enhance digital performance.

- Increased organic search traffic by 15% across all resort sites and maintained costs at 4% for display and search advertising.
- Revamped email nurturing strategy, increasing revenue and repeat bookings by 15%.

## NOTABLE PROJECTS

### Vacation Rental Management – Central Florida

#### Case Study: Pre-Launch Visibility Campaign

- Developed and executed a \$5,000/month full-funnel marketing strategy across Google Ads, social media, and email campaigns to drive brand awareness before a website refresh.
- Increased web traffic by 60%, generated 534 leads, secured 424 bookings, and contributed \$1.66M in revenue over 6 months.

### Multi-State Primary Care Medical Group – Central Florida

#### Case Study: Google Ads Optimization Campaign

- Rebuilt and optimized Google Ads campaigns with regional targeting, new landing pages, and dynamic tracking, boosting form fills by 120% and new patient sign-ups by 271%.
- Decreased cost per patient by 60%, managing a 47.8% increase in ad spend (\$2.3M to \$3.4M) and significantly improving ROI.
- Created Looker Studio dashboards and implemented cross-channel tracking to refine keyword strategy and lead attribution.

## EDUCATION & TECHNICAL PROFICIENCIES

Master of Science, Business Administration – *Warner University, Florida*

Bachelor of Science, Business Administration – *Warner University, Florida*

Associate of Fine Arts – *Polk State College, Florida*

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AI & Automation & SEO/SEM Tools: ChatGPT | Jasper | Zapier | Smartly.io | Google Ads | SEMrush | Moz | Ahrefs

CRM & Email & Collaboration: HubSpot | Salesforce | Mailchimp | Asana | Trello | Notion | Slack

Web Analytics & Tag Management: Google Analytics Certified | Google Tag Manager | Looker Studio

Social & Content Management: Meta Ads Manager | Hootsuite | WordPress | Adobe Suite