MELISSA CONN | MARKETING STRATEGY & DEMAND GENERATION

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Strategic Marketing Leader | 15+ Years Driving Growth | Data-Driven Expertise in Demand Generation, Brand Strategy, SEO/SEM, CRM, and Developing Strategy & Building 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

- *Acquired 3,546 new patients by designing and scaling a multi-state patient growth strategy across the acquisition funnel. Delivered a $450 CPA with **$5,000 avg. LTV with an estimated $17.7M lifetime value.***

- *Achieved 8:1 marketing ROI by building an informed multi-channel strategy. **Generated an average of $1M/month in direct revenue.***

- *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.

- Acquired 3,546 new patients by rebuilding and scaling a multi-state acquisition engine—driving +271% YoY patient growth.
- Reduced cost-per-acquisition by 55% while sustaining lead generation targets for a CRO.
- **Drove $84K in ticket sales** and a 40% rise in social subscribers through targeted campaigns for event client.
- Built scalable campaigns that yielded a 400% year-over-year lead increase in healthcare.
- 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.

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.

- **Generated $1.66M in revenue** on $16K ad spend (100:1 ROAS) through omnichannel campaigns. Captured over 500 leads and 424 bookings.
- Directed a multi-million-dollar implementation of a new CRM and property management system with API integration.

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

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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 with **$233,000k in direct revenue.**
- Consistently sustained minimum 20% ROI on social campaigns and 10:1 ROI with monthly avg of **$100k in bookings per month**.
- Oversaw UX/UI design for four new websites, enhancing user engagement and performance.
- Built a multi-touch email + SMS lifecycle strategy to grow owned revenue and reduce reliance on third-party reservation platforms increasing bottom line revenue.

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, hitting revenue targets.
- Built GTM strategy and digital initiatives to launch three new locations, supporting nationwide expansion.
- Integrated patient personas into funnel strategies to personalize outreach and boost conversions.
- Developed a dynamic, automated dashboard aligning lead, sales, and patient data for real-time decision-making.
- Extended strategy to include PR and sales enablement tools, elevating brand presence and thought leadership.

Paramount Hospitality Management – *Orlando, FL*   2011 – 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.

- Built a demand- and seasonality-driven promotional calendar aligned to revenue targets, pacing, and peak-period goals.
- 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*

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