

JACK TAYLOR

Performance & Growth Marketing Leader | Paid Media · Analytics · AI & Automation

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SUMMARY

Performance marketing leader with 5 years owning paid media, analytics, and growth strategy for healthcare, healthtech, and multi-location consumer brands. Built a paid media department to \$400K+ in monthly managed spend at 4x+ blended ROAS, contributed to \$5M+ in attributed client revenue, and led the AI program that cut client service hours 35%.

EXPERIENCE

Manager, Digital Marketing & Analytics · Sage Growth Partners | May 2025 – Present

- Generated 59 new patient cases and a nearly 200% increase in form submissions in five months for a multi-location neurosurgical practice by rebuilding Google Ads around condition-specific, hyper-local patient intent.
- Cut cost per lead more than 50% by restructuring enterprise accounts around match-type discipline and budget reallocation, improving lead quality against legacy broad-match campaigns.
- Cut client service hours 35% by building the agency's AI systems end to end: a team-wide client database, automated performance reporting, agentic Google Ads management, and brand-locked design systems. Trained 12 team members on Claude and other LLMs through hands-on workshops.
- Contributed to \$5M+ in attributed client revenue as lead strategist across 10 B2B and B2C healthcare accounts, managing \$200K+ in monthly media spend across paid search, paid social, and SEO.
- Contributed to \$4M in enterprise pipeline at \$35K CAC per new logo through account-based marketing across LinkedIn, paid social, and SEM, targeting health plan decision makers.
- Lifted site engagement more than 30% by rebuilding measurement under a unified GA4 and HubSpot model spanning attribution modeling, event architecture, and call and form tracking.
- Contributed to 4 client website builds and built 45+ campaign landing pages in HTML, CSS, and WYSIWYG builders, testing 3+ variants of every page, ad, and copy set against tracked conversion goals.

Digital Marketing Specialist & Project Manager · Good JuJu Agency | Aug 2023 – May 2025

- Scaled the agency's first paid media department, which I built from the ground up, to \$400K+ in monthly spend across Google, Meta, YouTube, and Amazon at 4x+ blended ROAS.
- Generated 1,750 qualified leads and 135 signed leases in 12 months at 5.6x ROAS across a 25-property portfolio for one of Arizona's largest multifamily developers.
- Improved team efficiency and lead conversion 30% each across 4 outsourced paid media, web, and SEO specialists, while cutting site load times 60% and lifting top-10 keyword rankings 67%.

Client Success Manager · Growth Marketing Media | Aug 2022 – Aug 2023

- Retained 100% of an 18-account portfolio while growing lead volume 35% and organic traffic 20% through SEO and SEM, and generated \$20K+ in monthly upsell revenue.

Marketing Coordinator · Distilled Bath & Body | 2021 – 2022

- Increased monthly sales 14% and social engagement 190% by launching Amazon storefront and marketplace channels alongside an affiliate and influencer program.

SKILLS & TECHNOLOGIES

Paid Media & SEM: Google Ads, Microsoft Advertising, Meta, LinkedIn, YouTube, Amazon Ads, account-based marketing

Analytics & Measurement: GA4, Looker Studio, HubSpot, attribution modeling, event architecture, conversion and call tracking

Web, SEO & CRO: Website and landing page builds, HTML, CSS, WordPress, technical SEO, schema markup, landing page CRO, GEO, AEO

AI & Automation: Agentic campaign management, marketing data infrastructure, automated reporting, workflow design, brand design systems

CERTIFICATIONS & EDUCATION

Google Ads Search & Display · Google Analytics · Meta Certified Media Buying Professional · Microsoft Advertising Expert · HubSpot SEO & Digital Marketing · PMI CAPM

Digital Marketing Strategies: Data, Automation, AI & Analytics · Northwestern University, Kellogg School of Management · 2025

Bachelor of Arts, Communication · Colorado State University · 2022