

ZACHARY WINE

Digital Marketing Manager | Website, SEO, Paid Search & Lead Flow

Website-first acquisition systems, local SEO, CRO, analytics, lifecycle

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SUMMARY

Digital marketing manager and hands-on marketing operator who improves lead flow by fixing the website layer first: page clarity, speed, SEO, paid search, local presence, tracking, forms, and follow-up. Experienced across healthcare, local services, owner-led businesses, and lean teams, with a record of turning messy acquisition systems into clearer priorities, cleaner execution, and better measurable outcomes.

Selected proof: -87% CPA (\$480 to \$60), \$2M+ lifetime ad spend managed, 10s to <1s LCP, 40%+ form completions, Top-3 rankings for 40+ high-intent terms, +300% GBP profile views, 1-day fastest landing-page launch, and response time improved from over a week to under an hour.

SKILLS AND TOOLS

Acquisition: SEO, SEM, paid search, paid social, local SEO, Google Business Profile, listings, content strategy, landing pages, lead capture, retargeting, referral programs, offline-to-digital integration.

Website / CRO / SEO: Site architecture, technical SEO, crawl/index readiness, schema, page speed, Core Web Vitals, service pages, forms, CTAs, conversion-rate optimization, A/B test cadence.

Analytics / Marketing Ops: GA4, GTM, UTM taxonomy, call tracking, CRM stages, funnel diagnostics, attribution, cohort and channel reporting, budget pacing, dashboards, stakeholder readouts.

Platforms and Tools: WordPress, Replit, ChatGPT, Claude, Google Ads, LinkedIn Ads, Meta Ads, HubSpot, Salesforce Marketing Cloud, Looker Studio, Power BI, SQL, Excel, Google Workspace.

WORK EXPERIENCE

Independent Marketing Consultant

Waltham, MA | Nov 2021 – Present

Build and fix acquisition systems for owner-led businesses and lean teams across websites, local SEO, landing pages, tracking, content, ads, and follow-up

- Website and SEO systems: Audited hundreds of websites and pages, cleaned up redirect chains, improved crawl/index readiness, mapped service pages to buyer intent, and translated technical issues into practical fix order.
- Landing pages and CRO: Built repeatable landing-page systems across a dozen industries; tightened offers, forms, and CTAs; increased on-page conversion rate 18% within 3 weeks in one engagement; fastest launch in 1 day.
- Local presence and listings: Corrected hundreds of listings across Google, Apple, Yelp, Bing, and niche directories; aligned GBP and service-area messaging; produced +300% GBP profile views.
- Analytics and handoff systems: Standardized GA4/GTM, UTM taxonomy, CRM stages, forms, call tracking, and weekly reporting so teams could see CPA, lead quality, stage conversion, and next fixes in one place.
- Marketing tools and workflows: Built lightweight diagnostic tools for homepage clarity, crawl/SEO issues, link quality, and content opportunities, turning marketing judgment into repeatable operator workflows at ZacWine.com.

Digital Marketing and Acquisition Manager, BackFit Health

Phoenix, AZ | Jan 2017 – Oct 2021

Owned the online acquisition stack for a 15-location outpatient healthcare organization, partnering across events, radio, in-store print, OOH, SEO, paid search, CRM, and lifecycle

- Acquisition efficiency: Cut cost per acquisition from \$480 to \$60, saving \$1.9M in the first year by restructuring search campaigns, sharpening audience targeting, removing wasted spend, and fixing tracking accuracy.
- Site architecture and SEO scale: Built sitewide hierarchy and page templates for a 15-location, 200+ page service footprint; shipped more than 80 new 10x SEO pages and hundreds of blog pages with clean migration hygiene.
- Technical SEO and conversion: Deployed schema, compressed media, deferred noncritical scripts, and simplified CSS, bringing LCP from roughly 10s to under 1s; tightened forms and routing, increasing form completion 40%+.
- Spanish-language launch: Launched a matching Spanish-language site, Telemundo endorsement, print, landing pages, and CTAs, generating \$150K in the first 3 months and a 32% increase in total revenue from Spanish-speaking audiences.
- Reporting, automation, and offline capture: Rolled events, radio, print, partners, SEO, and paid into monthly reporting across 15 locations and 3 markets; used lifecycle automation and CRM integrations to cut manual data errors 85%.

Event Marketing Consultant, Freelance

New Orleans, LA | Jul 2012 – Jul 2016

Ran experiential acquisition for local businesses, tying field activity to digital landing pages, follow-up, and reporting

- On-site capture and routing: Added short links to signs and handouts, pointing to clear landing pages across key events and lifting on-site conversions 35%.
- Partner activation and local search: Used co-branded one-pagers and trackable links with sponsors and local partners, including Whole Foods and Harrah's, while updating Google Business and event messaging.
- Follow-up and recaps: Set up email and SMS follow-up for sign-ups and sent short monthly recaps so clients could keep what worked, cut what did not, and connect field activity to bookings.

Customer Experience Manager, Gazelle.com

Boston, MA | Mar 2010 – Mar 2012

Turned frontline insights into self-service content, clearer messaging, and funnel fixes that improved retention

- Self-service and automation: Launched a help center, chatbot pre-AI, and CRM workflows that cut response times 35%, reduced support tickets 25%, and improved first-contact resolution 32%.
- Support signals to marketing: Used ticket reasons, search logs, and customer objections to improve FAQs, onboarding emails, help-center navigation, landing-page copy, and support scripts.

Training and Sales Enablement Manager, Ira Motor Group

Danvers, MA | Jan 2006 – Jan 2010

Sole training manager for digital sales across 33 East Coast dealerships, focused on faster lead handling, clearer messaging, and scalable playbooks

- Lead handling and playbooks: Set quick-response SLAs for web and phone leads, built first-24-hours and first-30-days follow-up cadences, ran weekly call-listening sessions, and rolled winning scripts across 105+ representatives.
- Onboarding scale and impact: Built structured onboarding and consultative-selling programs for more than 400 hires, reduced ramp-up time 40%, increased revenue 25%, and lifted customer satisfaction 30%.

SELECTED MARKETING SYSTEMS AND TOOLS BUILT

- ZacWine.com: Services-first marketing site for owner-led businesses and lean operators, structured around website fixes, landing pages, local presence, proof, tools, and a booking-first conversion path.
- Homepage Hero, Crawl Compass, and Link List: Lightweight diagnostic tools that turn marketing evaluation into clearer recommendations, useful fix order, and repeatable client/operator workflows.
- ZW-MCP internal tooling: Private GitHub/Replit-backed context and coherence layer for app declarations, truth-source checks, operator workbench patterns, and AI-assisted review workflows.

EDUCATION

B.A., Interdisciplinary Studies: Marketing & Sales

University of Massachusetts Amherst | Summa Cum Laude

VOLUNTEERING

- Waltham Cooperative Playgroup, Web & Local Presence Support, Dec 2025 – Present: Support website updates, local listings, and parent-facing enrollment information to improve discoverability, clarity, and access for local families.
- AppalachiaRelief.org, Co-Founder, Sep 2024 – Jan 2025: Two-day rapid website build to support Hurricane Helene relief.

CERTIFICATIONS

Google Skillshop: Analytics (GA4), Measurement, Search Ads, Display Ads, Campaign Manager.

HubSpot Academy: Marketing Hub, Reporting, SEO, Email Marketing, Digital Ads, Content, Social Media, CMS, Inbound Marketing.