

Zachary Wine

Growth Marketing & Acquisition

SEO/SEM, Paid Social, CRO, Lifecycle, Offline Integration

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SUMMARY

Full-funnel growth marketer who turns search-led insight into cross-channel acquisition and retention **uniting SEO, SEM, local search, paid media, lifecycle, CRO, content, and out of home**. Building measurement with GTM, GA4, and UTM governance, running weekly experiments with Sales, Operations, and Product, managing agency partners, and owning budget strategy with quarterly spend audits to cut waste and fund winners.

Key Impacts: **-87%** (cost per acquisition from **\$480 to \$60, \$1.9M savings**), regular **top 3 rankings** for more than **40 high-intent keywords** with **45% average sales lift, 40% lower paid CPA**, and **35% higher lead-to-customer conversion**.

SKILLS AND TOOLS

Acquisition: search engine optimization (SEO), search engine marketing (SEM), paid social, content marketing, lead capture, local SEO, Google Business, conversion rate optimization (CRO), landing page testing, funnel diagnostics, offline integration (radio, print, out of home (OOH), events).

Lifecycle: Email and texting (SMS), segmentation, nurture design, retargeting, reactivation, referral programs.

Analytics: Google Tag Manager (GTM) and Google Analytics 4 (GA4), urchin tracking module (UTM) governance, channel and cohort reporting, attribution, budget pacing and forecasting, impact measurement with control groups, A/B testing cadence, stakeholder dashboards and readouts, documentation and playbooks, call tracking.

Platforms and Tools: Google Ads, LinkedIn Ads, Meta Ads, HubSpot, Salesforce Marketing Cloud, WordPress, Looker Studio, Power BI, SQL (schema design, reporting, and analysis), Excel, Google Workspace, generative AI.

WORK EXPERIENCE

GROWTH MARKETING CONSULTANT, FREELANCE

Stand up repeatable growth playbooks for clients, from keyword strategy and content to paid and lifecycle, with clear attribution and reporting

Waltham, MA, Nov 2021 - Jul 2025

- **SEO Lead Capture:** Built a steady flow of high-intent traffic for clients by running keyword research, writing search-led content briefs, internal linking plans, and optimized templates and pages, publishing on a weekly cadence **driving 25% growth in all sessions within 30 days.**
- **CRO and Landing Systems:** Ran a weekly test cadence with reusable page templates, tightened offers and forms, and executed disciplined A/B tests on headlines and CTAs, **increasing on-page conversion rate 18% within 3 weeks.** Extended winning content into SEO, email, and social.
- **Lifecycle and Retention:** Built segmented email, SMS, and retargeting in client stacks (including HubSpot), **improving repeat purchase rate 11% and shortening lead-to-opportunity time 20% within 1 quarter.**
- **Analytics and Governance:** Standardized GA4, UTM taxonomy, and CRM stages, replacing ad hoc reporting with a single weekly view of CPA, lead quality, and stage conversion and improving budget moves.
- **Offline Integration and Tracking:** Implemented short links for print, events, and OOH to route to UTM-tagged landing pages, unifying call tracking and CRM leading to rematching 15% of budget to high-intent geographies.

DIGITAL MARKETING AND ACQUISITION MANAGER, BACKFIT HEALTH

Owned the online stack for 15-location outpatient healthcare organization, partnering across events, radio, in-store print, and OOH

Phoenix, AZ, Jan 2017 - Oct 2021

- **Acquisition Efficiency:** Cut cost per acquisition from **\$480 to \$60 dollars, saving \$1.9 million in the first year** by restructuring search campaigns, sharpening audience targeting, removing wasted spend, and fixing tracking accuracy.
- **Information Architecture:** Built sitewide hierarchy and page templates, **shipping more than 80 new 10x SEO pages and 100s of new blogs,** with clean migration hygiene that reduced 404s to zero and lowered crawl errors to zero.
- **Technical SEO and Speed:** Deployed schema, compressed media, deferred noncritical scripts, and simplified CSS, **bringing LCP to 1 second** on all pages. Tightened forms and routing, clarified offers, and normalized UTMs, **increasing form completion 40%.**

- **Spanish-Language Launch and Revenue:** Launched a matching Spanish-language site, Telemundo endorsement, print, landing pages, and CTAs, generating **\$350K in the first 3 months** and a **32% increase in total revenue from Spanish-speaking audiences**.
- **Offline Capture and Tracking:** Put QR codes and short web addresses on lobby signage, brochures, and mailers, and gave local partners and sponsors co-branded one-pagers with a trackable link, all routing to unique landing pages with expected wording.
- **Monthly Reporting and Automation:** Rolled responses from events, radio, print, and partners into the monthly report next to SEO and paid across 15 locations and 3 markets, and used lifecycle automation and CRM integrations to **cut manual data errors 85%** and give the team a clear view of the whole funnel.
- **Events to Appointments:** Co-managed **45 events per quarter**, using on-site QR codes and **progressive profiling forms** to drive bookings, and running email and SMS follow-ups that turned sign-ups into long-term patients.

EVENT MARKETING CONSULTANT, FREELANCE

Ran experiential acquisition for local businesses, tying field activity to digital
New Orleans, LA, Jul 2012 - Jul 2016

- **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%**.
- **Email and SMS Follow-Up:** Set up email and SMS follow-ups, turning sign-ups into customers.
- **Co-Branded Partner Activation:** Used co-branded one-pagers and trackable links with sponsors and local partners (including Whole Foods and Harrah's) to drive people to booking pages, **increasing brand visibility 40% on average**.
- **Content and Local Search:** Posted simple pre- and post-updates, shared photos with the social and content owner, and updated Google Business around events so people searching found the same messaging.
- **Budget Tracking and Recaps:** Tracked basic costs, kept vendor rates in check, and sent short monthly recaps so we could keep what worked and cut what did not.

CUSTOMER EXPERIENCE MANAGER, GAZELLE.COM

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

Boston, MA, Mar 2010 - Mar 2012

- **Self-Service and Automation:** Launched a help center, chatbots, and CRM workflows that **cut response times 35%, reduced support tickets 25%, and improved first-contact resolution 32%**.
- **FAQs and Onboarding Content:** Tracked the month's top issues and drafted clear FAQs, order-status pages, and onboarding emails for Marketing and Engineering so customers found answers without opening a ticket.
- **Help Center Navigation and Search:** Cleaned up help-center titles, categories, and internal links, and used search logs to rewrite unclear articles and add missing ones.
- **Objection Handling and Messaging:** Fed common pain points (shipping timing, payout status, device grading) into landing-page copy and support scripts so what ads and pages promised matched support delivered.
- **Support Signals to Retention:** Mapped ticket reasons to key funnel steps (quote, checkout, shipping, payment) to see where people got stuck and prioritize fixes.

TRAINING AND SALES ENABLEMENT MANAGER, IRA MOTOR GROUP

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

Danvers, MA, Jan 2006 - Jan 2010

- **Lead Handling Cadence:** Set quick-response SLAs (Service-Level Agreements) for web and phone leads, and built first 24 hours and first 30 days follow-up cadences, so reps replied faster and set more appointments across all stores.
- **Coaching, Testing, and Playbooks:** Ran weekly call-listening sessions, tested openers and objection handles in small pilots, published a quick "what works" kit, and rolled winners across 105 representatives.
- **Sales and Marketing Alignment:** Fed common objections back into offer language. Drafted and reviewed print and radio copy so promos matched landing pages and call scripts, giving shoppers the same message in every channel.
- **No-Show and Unsold Nurture:** Stood up email campaigns for no-show reactivation, unsold-lead nurture, and referrals through email and SMS.
- **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%**.

EDUCATION

B.A., Interdisciplinary Studies: Marketing & Sales

University of Massachusetts Amherst, Summa Cum Laude

VOLUNTEERING

APPALACHIARELIEF.ORG, CO-FOUNDER, Sep 2024 - Present

Built segmented email journeys and a biweekly blog cadence to deepen donor and volunteer engagement.

CLUBDROSSELMEYER.COM, MARKETING CONSULTANT, May 2022 - Dec 2023

Led search and paid media and synced offline promos with digital to sell out performances and extend the run.

BIKEEASY.ORG, MARKETING & TECH SUPPORT, 2012 - 2016

Maintained digital infrastructure and supported event technology to keep sign-ups and communications running smoothly.

MINDTOMATTER.ORG, WEBMASTER, 2003 - 2007

Managed the website and streamlined data collection to improve contact and follow-up.

CERTIFICATIONS

Google Skillshop (2024): Analytics (GA4), Measurement, Search Ads, Display Ads, Campaign Manager

HubSpot Academy (2024): Marketing Hub, Reporting, SEO, Email Marketing, Digital Ads, Content, Social Media, CMS, Inbound Marketing