

# ADAM CREAGER, MBA

385-231-4444 | amcreager1812@gmail.com | Lufkin, TX | [linkedin.com/in/adam-creager/](https://www.linkedin.com/in/adam-creager/)

## EXECUTIVE SUMMARY

Strategic growth marketing professional with 6+ years owning full-funnel performance across a portfolio of growth-stage businesses. Compiles fragmented marketing data, identifies the patterns that actually drive performance, and translates those insights into decisions that improve acquisition and conversion systems. Turns business objectives into marketing strategy, builds the processes and reporting infrastructure that make execution measurable, and makes decisions with revenue consequences in mind, not just channel metrics. Focused on strategy, messaging, demand generation, and the infrastructure that makes all three repeatable.

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## CORE COMPETENCIES

- **Strategy & Leadership** — Marketing Strategy, Demand Generation, Full-Funnel Performance Ownership, Client-Facing Strategy & Accountability
- **Performance & Analytics** — Acquisition & Conversion Optimization, CAC/ROAS Analysis, A/B Testing & Experimentation, Revenue-Tied KPI Ownership
- **Operations & Systems** — Marketing Operations, Process Design & Improvement, Reporting Infrastructure
- **Tools:** HubSpot, Asana, Google Ads, Meta Ads Manager, SEMrush, Google Analytics, ChatGPT, Gemini

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## EXPERIENCE

### Senior Client Success Executive - Digital Marketing

Big Leap | Lehi, UT (Remote)

August 2021 – March 2026

- Function as a fractional marketing lead for each client: setting priorities, diagnosing performance gaps, adjusting strategy based on data, and coordinating across channels to move business outcomes rather than individual metrics.
- Own full-funnel marketing performance across a portfolio of growth-stage clients, accountable for acquisition, conversion, and retention KPIs. Maintain client satisfaction scores consistently at 9+.
- Identify process gaps and build solutions to close them. Past examples include budget pacing controls that eliminated recurring paid media overspend and centralized reporting infrastructure that reduced setup time from 8-10 hours to minutes, cutting ongoing maintenance by 80%.
- Develop and refine messaging frameworks and testing plans to improve conversion rates and qualified lead volume across client accounts.
- Integrate AI tools including ChatGPT and Gemini into research, analysis, and content workflows, shortening execution cycles and improving the quality of strategic inputs.
- Serve as the primary point of contact between marketing execution and client leadership, translating performance data into clear decisions and forward planning.

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## EXPERIENCE CONT.

### Conversion Rate Optimization Specialist

Boostability | Lehi, UT

May 2021 – August 2021

- Conducted A/B testing and in-depth analytics to boost website traffic quality and client conversions.
- Worked closely with internal teams to refine strategic approaches that increase visibility and deliver measurable ROI.
- Partnered with clients to refine SEO and SEM strategies, achieving targeted outcomes in lead generation.
- Streamlined workflows and processes to improve accuracy and reduce redundancies.
- Delivered detailed performance reports and actionable insights, enhancing transparency and ROI.

### SEO Account Manager

Boostability | Lehi, UT

February 2020 – May 2021

- Oversaw client onboarding and guided the development of customized SEO strategies, leading to measurable improvements in inbound traffic and campaign performance.
- Designed and executed SEO campaigns aligned with client-specific goals, driving sustainable growth and enhancing overall digital marketing efforts.
- Acted as the primary liaison between internal teams and clients, ensuring marketing initiatives exceeded expectations and delivered measurable results.
- Provided data-driven recommendations to clients based on campaign performance metrics, boosting decision-making and ROI.

### Account Developer - Enterprise

DigiCert, Inc. | Lehi, UT

May 2018 – March 2019

- Developed and executed strategic communication campaigns to generate new enterprise clients in an international market.
- Utilized Salesforce to qualify sales leads, creating a pipeline of high-quality opportunities for the sales team.
- Acted as the primary liaison between key client decision-makers and internal Account Executives to facilitate initial sales meetings.
- Equipped Account Executives with critical insights and client background to ensure alignment and preparation for successful engagements.

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## EDUCATION

- Southern Utah University | Master's Degree in Business Administration (2020)
- Utah Valley University | Bachelor's Degree in Marketing (2018)