

Brady Heinrich

Marketing Strategy / Growth Expert

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Marketing & startup growth expert with 8 years of professional experience working in marketing strategy, delivery & startup growth. A self starter with outstanding work ethic and a can-do attitude. Passionate about helping build startups through powerful marketing & branding, data driven decision making & thoughtful development & automation.

Experience

Digital Marketing Analyst, Amplified IT (Acquired by CDW) – 2019 - Present

Key contributor in B2B growth marketing strategy and delivery which led the startups growth from \$5M to \$50M in revenue and subsequent acquisition by a Fortune 500 company (was awarded 6 figures in equity from the sale). Created an 'interest tracker' automation that delivered powerful marketing signals to the sales team through our CRM, allowing them to act based on signals rather than notions. Created modeling for product multipliers & cross selling strategy and delivered to leadership. Made critical UX & UI updates to our website which lead to an over 45% increase in our conversion rates.

Digital Marketing / PPC Specialist, Davis Ad Agency – 2016 - 2019

Built, managed & optimized major SEM campaigns with a total budget of over \$200k per month for over 10 different industries. Utilized YouTube, native, display & re-marketing campaigns as well as dynamic search campaigns using scripts, customizer data & price extensions. Set up Google Analytics custom conversion & event tracking. Designed, coded and deployed email marketing campaigns. Maintained extensive monthly reporting utilizing Google Data Studio. Gaining actionable insights that were expressed to clients and executed.

Education & Conferences

University of Cincinnati, Cincinnati, Ohio

Carl H. Lindner College of Business
Bachelor of Business Administration, Majoring in Marketing

Advanced Search Summit, Washington DC

Skills, Programs & Languages

Digital Marketing: HubSpot Expert, Google Ads, Google Analytics, Google Data Studio, Facebook Ads Manager, Mailchimp, Drip, Constant Contact, etc.

Automations: Advanced Zapier

Design: Advanced Photoshop, Illustrator, Premiere Pro, After Effects, InDesign etc.

Programming: Advanced HTML & CSS; Basic Javascript, SQL, PHP, HubL & Wordpress Development