

JUSTIN ANDERSON

Contact

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Houston, TX



Growth Marketing Specialist with **8+ years of experience** developing and implementing comprehensive marketing plans that align with business objectives.

Proven ability to manage cross-functional teams and collaborate with stakeholders at all levels.



2022–2025

Growth Marketing Specialist

Allegiant Digital Marketing

Agency Experience



2018–2022

Marketing Specialist

Performance Foodservice

Corporate Experience



2017–2018

Group Sales & Marketing Director

Big Rivers Waterpark

Venue Experience



2016–2017

Marketing Coordinator

Splash Kingdom

Operations & Marketing

Education

Stephen F. Austin State University

Marketing B.B.A

Certifications

Google Ads Search Certification

Publications

Startup Stash

11 Creative Sales
Promotion Ideas to
Win More
Customers – (Dec
23, 2022)

Bootcamp

5 Websites You
Should Know
About – Discover
New Online Tools –
(Mar 24, 2023)

Allegiant Digital Marketing – Dallas

Growth Marketing Specialist

November 2022 – March 28, 2025

- **Spearheaded comprehensive digital marketing strategies** for diverse Dallas-based clients, consistently **achieving 35–45% increases in lead generation and conversion rates** across multiple industries.
- Managed client portfolios worth **\$1.2M in annual marketing spend**.
- Executed strategic SEO campaigns and implemented technical improvements (schema markup, site architecture, Core Web Vitals).
- Developed and optimized Google Business Profiles for local businesses, increasing Map Pack visibility and driving substantial foot traffic increases.
- Managed paid search campaigns with **daily budgets up to \$1,200**, achieving **12–25% improvements in CPA** via targeting and optimization.
- Created and executed social media strategies (Instagram, Facebook, LinkedIn, Twitter, TikTok, Pinterest), achieving average **follower growth of 12% annually** and **engagement rates 2.2x industry benchmarks**. Managed social advertising budgets totaling \$36,000 monthly, **improving CPL by 18%**.
- Developed and managed email marketing programs (Mailchimp, Klaviyo, Constant Contact, HubSpot), **increasing open rates by 23%** and **conversion rates by 16%** above industry benchmarks through segmentation.
- Created and optimized affiliate marketing programs, onboarding strategic partners and developing systems that **expanded client revenue streams** while maintaining profitable CAC.
- Used advanced analytics tools to identify opportunities and develop data-driven recommendations, **presenting comprehensive reports to clients**.
- Designed marketing collateral using Adobe Creative Suite and Canva, ensuring brand consistency.
- Managed website development projects with development teams.
- Analyzed campaign performance, creating reports.
- Collaborated with Allegiant's CEO, Chad Markham, to develop innovative marketing approaches **showcased at the Dallas Small Business Expo**.

Performance Foodservice – Houston

Marketing Specialist

May 2019 – September 2022

- Launched innovative Virtual Vendor Showcase Series that **generated \$68K in additional revenue** during COVID-19, recognized as best practice across all 34 Performance Foodservice divisions nationwide.
- **Managed \$125K annual food show budget and grew attendance from 4,500 to 6,000+** foodservice operators, vendors, and employees (33% increase) through strategic marketing campaigns and enhanced programming.
- **Drove category sales growth** through targeted marketing initiatives: 23% increase in Roma Italian Imports, 17% in West Creek dairy, and 14% in Peak Fresh Produce.
- Successfully transitioned the annual expo from MinuteMaid to The Woodlands Resort, resolving unforeseen logistical challenges (kitchen usage restrictions) and enhancing the overall attendee experience.
- **Generated 65+ qualified leads** per quarterly sampling event with 28% conversion to new customers within 90 days.
- Utilized Google Maps imagery to create event layouts for outdoor events, improving planning efficiency and visual communication.
- Tracked and **analyzed vendor growth data** to inform sales and marketing strategies.
- Contributed to **7% overall division growth** and **15% increase in specialty category sales** through strategic marketing initiatives and sales team training programs.
- **Oversaw lead capture and management activities** at the expo, generating several hundred leads for company-owned brands.
- Developed and delivered **comprehensive product training programs** to sales representatives across multiple locations, receiving a sales training award for outstanding contributions.
- Directed and **managed setup teams and external contractors**, ensuring efficient and timely completion of event-related tasks.
- Developed and **distributed weekly Monday sales updates** to employees, including tracking and calculating sales promotions and recognizing top performers.

MARKETING

SEO Social Media PPC

Email Marketing Content Marketing

Analytics

LEADERSHIP

Team Leadership Project Management

Budget Management

Client Management

CREATIVE

Graphic Design Copywriting

Branding Photo/Video Editing

TECHNICAL

Web Development HTML/CSS/JS

Data Analysis CRM Systems

PLATFORM EXPERTISE

Analytics

Google Analytics

Google Tag Manager

SEMrush

Ahrefs

Moz

Search Console

Social & Ads

Facebook Ads

Google Ads

Hootsuite

Instagram

X/Twitter

Facebook

Design

Adobe Creative Suite

Canva

DALLE-3

Stable Diffusion

Web & Email

WordPress

Shopify

Mailchimp

Klaviyo

AI & Productivity

ChatGPT

Claude

Gemini/Grok

CRM & Sales

Salesforce

ShareASale

Mavely

LinkedIn



Case Study



Big Rivers Water Park

February 2017 – April 2019

Group Sales Manager & Marketing Director

- Managed **all aspects of marketing** for Big Rivers Waterpark, Gator Bayou Adventure Park, and the associated Grand Texas properties, encompassing social media, advertising, public relations, event planning, sponsorships, website management, email marketing, graphic design, customer service, crisis communication, competitive analysis, and influencer marketing.
- Collaborated with all departments** (operations, food service, aquatics, management, and sales) to ensure seamless event execution, consistent branding, and a positive guest experience, demonstrating strong teamwork and communication skills.
- Developed and executed integrated **marketing strategies for multiple brands** (Big Rivers Waterpark, Gator Bayou Adventure Park, Grand Texas), ensuring consistent messaging and maximizing reach.
- Utilized a wide range of marketing tools and technologies, including Hootsuite, WordPress, Mailchimp, Google Ads, Facebook Ads, Canva, Adobe Creative Suite, and Ahrefs, to achieve marketing objectives.
- Managed vendor relationships**, including negotiating with media groups, advertising agencies, promotional partners, and local hotels, securing favorable rates and maximizing ROI.
- Provided exceptional customer service, handling inquiries, complaints, and escalated issues, demonstrating diplomacy and problem-solving under pressure.
- Oversaw the work of an external marketing agency, relaying the owner's vision, ensuring brand consistency, and managing media buying activities.
- Managed a tight marketing budget, prioritizing spending, identifying cost-effective solutions, and tracking expenses.
- Led the full hiring process for marketing staff, including writing job descriptions, screening resumes, interviewing candidates, and making hiring decisions.
- Provided sales training and support to staff, including developing sales materials, coaching on sales techniques, and providing event-specific instructions.
- Conducted in-depth competitive analysis, including gathering pricing and package information from competitors, to inform marketing and pricing strategies.
- Managed the Google Business Profile for the waterpark, ensuring accurate information and maximizing online visibility.
- Trained employees** on sales, customer service, and event-specific procedures, ensuring consistent service quality and operational efficiency.

Splash Kingdom Water Park

March 2016 – February 2017

Group Sales Manager & Marketing Director

- Served as Marketing Coordinator and **effectively as Assistant Manager** for Splash Kingdom, a Christian-themed waterpark, demonstrating versatility and initiative in a small, resource-constrained environment.
- Managed a wide range of responsibilities, encompassing marketing, sales, operations, customer service, and staff training.
- Conducted cold calling to generate group sales leads, scheduled birthday parties, and implemented ticket consignment deals, driving revenue and attendance.
- Managed the waterpark's Facebook and Instagram accounts, creating engaging photo, video, and promotional content to build brand awareness and attract customers.
- Represented Splash Kingdom at Chamber of Commerce events, networking with local businesses and promoting the waterpark within the community.
- Acted as General Manager on Wednesdays, overseeing all park operations, including staffing, customer service, and facility management.
- Managed the food service area**, ensuring efficient operations and customer satisfaction.
- Oversaw ticket sales**, utilizing a waterpark-specific POS system and Salesforce to manage transactions and customer data.
- Contributed to park maintenance and cleanliness, demonstrating a commitment to providing a positive guest experience.
- Initiated the concept of selling signage sponsorships, laying the groundwork for future revenue generation.
- Trained staff** on sales, operations, and was responsible for lifeguard training schedules.