

# Jacob Darling

## Marketing Strategist & Systems Architect

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15+ Years Experience | 30K+ Practitioners Served | 4+ Custom Applications Built

### Executive Summary

*Marketing strategist and systems architect with 15+ years of experience building revenue-driving marketing infrastructure for global healthcare brands. Proven track record of transforming complex marketing challenges into measurable business results through strategic thinking, technical execution, and data-driven decision making.*

*I bridge the gap between creative marketing vision and technical implementation, delivering systems that scale while driving measurable ROI. My expertise spans marketing automation, CRM architecture, web development, and revenue operations - positioning me uniquely to lead growth initiatives from strategy through execution.*

### Professional Experience

#### Director of Marketing & Communications

Graston Technique, Indianapolis, IN | 2016 - Present

*Lead comprehensive marketing strategy and technical infrastructure for global healthcare brand serving 30+ practitioners worldwide. Manage \$500K+ annual marketing budget across digital advertising, content, events, and technology platforms.*

##### Key Achievements:

- Built and deployed 4 custom web applications (clinical decision support, pricing tools, ROI calculators)
- Designed and implemented HubSpot CRM architecture with 15+ automated workflows managing 50,000+ contacts
- Increased organic search traffic 300% through technical SEO and content strategy
- Reduced marketing technology costs 40% while improving functionality through consolidation and customization
- Orchestrated complete brand transformation including new visual identity, messaging framework, and digital presence
- Manage cross-functional teams and strategic partnerships with healthcare associations and educational institutions

*Technologies: HubSpot, WordPress, JavaScript, Google Analytics, ActiveCampaign, Adobe Creative Suite*

#### Marketing Manager

Pike Medical Consultants, Indianapolis, IN | 2014 - 2016

*Led integrated marketing for healthcare consulting agency serving urgent care and primary care practices.*

##### Key Achievements:

- Built and launched PrimaryCare Indy and UrgentCare Indy websites driving 10,000+ patient visits
- Managed Google Ads campaigns with \$100K+ annual budget across multiple client accounts
- Designed print collateral, outdoor advertising, and seasonal email campaigns
- Created brand identities and logo designs for healthcare clients
- Coordinated marketing strategy across web, paid media, email, and traditional channels

*Technologies: WordPress, Google Ads, Email Marketing, Adobe Creative Suite, SEO*

#### Marketing Coordinator

Marketing Roles, Indianapolis, IN | 2012 - 2014

*Developed marketing foundation through hands-on experience with limited budgets and high ROI requirements.*

##### Key Achievements:

- Executed multi-channel campaigns maximizing ROI through creativity and testing
- Built foundation in data-driven decision making and performance measurement
- Developed skills in graphic design, copywriting, and analytics
- Managed vendor relationships and project timelines

## Skills & Expertise

*Marketing Strategy: 95% | Marketing Automation: 90% | CRM Architecture: 85%  
JavaScript/Web Development: 80% | SEO & Analytics: 90% | Content Strategy: 85%  
Graphic Design: 75% | Project Management: 90% | Revenue Operations: 85%*

## Education

### **Bachelor of Science in Marketing**

*Indiana University, Bloomington, IN | 2012  
Focus: Marketing Strategy and Consumer Behavior*

## Key Metrics & Impact

- *15+ Years in Marketing & Systems Architecture*
- *30K+ Healthcare Practitioners Served*
- *14+ Case Studies & Campaigns Executed*
- *4+ Custom Web Applications Built*
- *300% Increase in Organic Search Traffic*
- *40% Reduction in Technology Costs*

## Professional Development & Certifications

*HubSpot Platform Certification | Advanced CRM Architecture  
Google Ads Professional Certification | Advanced Search Advertising  
Adobe Creative Suite Certified | Graphic Design & Digital Media  
WordPress Development Specialist | Custom Theme & Plugin Development*

## Why I'm a Perfect Fit for Your Team

*I excel at bridging the gap between strategic marketing vision and technical execution. My background combines creative problem-solving with hands-on development skills, data-driven decision making with brand storytelling, and tactical execution with long-term strategic thinking.*

*I'm not just a marketer who can talk about ROI - I'm the person who can build the systems that deliver it. I understand both the business impact and the technical architecture required to make marketing initiatives scale effectively.*

*What sets me apart:*

- *Deep technical skills in JavaScript, CRM systems, and web development*
- *Proven ability to manage budgets, teams, and complex projects*
- *Track record of building custom solutions when off-the-shelf options fall short*
- *Strategic thinking combined with hands-on execution capabilities*
- *Healthcare industry expertise with global brand experience*

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**Ready to bring this same level of strategic thinking and technical execution to your organization. Let's discuss how we can build something extraordinary together.**