

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 30K+ 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+ leads
- 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 assets
- Manage cross-functional teams and strategic partnerships with healthcare associations and educational institutions

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

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

Contact: jacob@jacobdarling.com | Portfolio: jacobdarling.com | LinkedIn: linkedin.com/in/jacobdarling

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.