

Jacob Darling

Marketing Strategist & Systems Architect

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Executive Summary

Full-Stack Marketing Strategist and Systems Architect with 15+ years of experience. I build marketing systems that drive measurable growth—from strategy to execution—by connecting content, automation, and analytics across diverse sectors (healthcare, legal, financial, nonprofit, and tech).

Proven ability to deliver high-impact solutions that bridge strategic thinking and deep technical execution, from launching a GPT-integrated support assistant to rebuilding a law firm's digital brand presence. Specializing in integrating marketing automation, CRM, analytics, and web development to transform complex challenges into measurable revenue growth.

Professional Experience

Marketing Director

Graston Technique® | Indianapolis, IN | Aug 2023 – Present

- Directed the full-stack strategy and technical infrastructure for a high-volume clinician education platform serving 30,000+ users.
- Designed a modular CEU credit system and deployed a GPT-powered support assistant (via REST API), leveraging 400+ automations to scale operations and improve clinician satisfaction.
- Designed and implemented provider dashboards integrating GA4, GTM, and benchmark metrics for data-driven decisions.
- Accelerated product feature delivery by managing cross-functional Scrum/Agile sprint cycles across development, design, and business teams.

Interim Director of Marketing

Ultimate Technologies Group | Fishers, IN | Mar 2023 – Jul 2023

- Led high-performance Google Ads campaigns, B2B outreach programs, and sales alignment initiatives.
- Directed brand messaging and digital execution for tech-driven smart office services.

Marketing Manager

Riley Bennett Egloff LLP | Indianapolis, IN | Jul 2022 – Mar 2023

- Created digital and print marketing collateral, managed media relations, and developed Business Development (BD) campaigns with senior attorneys.
- Managed the firm's website and email marketing performance, utilizing analytics to improve engagement.

Marketing Administrator

Education

Indiana University Bloomington Bachelor of Science – Business Administration & Management | 2004 – 2008
Core Competencies

Technical

WordPress · LearnDash · PHP · JS · REST APIs · ACF · AJAX · Cloudflare · WooCommerce · WP Fusion · Custom Plugin Dev

Marketing & Strategy

Marketing Automation · CRM Architecture · Campaign Strategy · Content Marketing · Branding · Email & Digital Advertising

Analytics & Optimization

GA4 · Google Tag Manager · Server-Side Tracking · Conversion Funnels · SEO · Site Performance · UTM & Attribution Tracking

Creative & Design

Adobe Creative Suite · Graphic Design · UI/UX · Web Design

Leadership & Volunteer Experience

- President, School 80 HOA (2015–Present)
- Board Member, Primary Colours (2018–2019)
- Business Mentor, SMART Anti-Bullying Program

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Riley Bennett Egloff LLP | Jun 2015 – Nov 2022

- Responsible for managing content marketing initiatives, website content, social media platforms, graphic design and ad creation, overall firm-to-client communication, and brand development.
- Assisted in responding to the firm's RFP responses.
- Worked in conjunction with the Marketing Committee to carry out the firm's strategic marketing plan.
- Managed and developed business development plans for attorneys.

Marketing Coordinator

Deerfield Financial Advisors – Financial Services | Jun 2013 – Jun 2015

- Implemented marketing initiatives, campaigns, and strategies to promote services and brand name to prospects, existing clients, and professionals.
- Planned and executed successful client seminars and events.
- Maintained and developed copy for company website, email campaigns, and printed marketing materials.
- Researched and implemented several technology platforms that improved client services and overall company efficiency.
- Assisted the Chief Compliance Officer in reviewing all communications and marketing materials to meet compliance standards set by FINRA and the SEC.

Marketing Coordinator

Pike Medical Consultants – Outpatient Medical Group | Sep 2009 – Jun 2013

- Directed the marketing activities of the company including planning, budgeting, communication projects, advertising, creating brand awareness, website design, public relations, and event management, reporting directly to the president.
- Delivered an average of 45% growth in patient visits over three years, while consistently keeping a positive ROI on marketing initiatives.
- Led the development and implementation of all marketing and advertising campaigns that resulted in consistent company growth.
- Implemented, monitored, and evaluated marketing communications strategy, including advertising, promotions, and public relations.