

Kraig J. Doremus

Digital Marketing Manager | Lead Generation, Paid Media, Conversion Strategy & Corporate Communications

Location: Open to Relocation

Email: doremuskraig@gmail.com

Portfolio: kraigdoremus.journoportfolio.com

Phone: (678) 481-3724

LinkedIn: [linkedin.com/in/kraig-doremus](https://www.linkedin.com/in/kraig-doremus)

SUMMARY

Digital marketing leader with 8+ years of experience developing data-driven campaigns that drive audience growth, digital lead generation, and measurable engagement. Proven success managing multi-channel marketing across paid search, social media, email, SEO, and web platforms while overseeing **130K+** marketing budgets. Achieved **10%+** paid search CTR through targeting optimization, delivered Meta campaign performance **239%** above platform benchmarks, and increased social engagement by up to **1,600%**. Experienced in building full-funnel marketing programs including landing pages, email workflows, and conversion tracking to improve campaign efficiency.

SKILLS

- **Marketing & Growth Strategy:** Demand Generation, Digital Marketing Strategy, Lifecycle Marketing, Go-to-Market Planning, Campaign Strategy, Funnel Optimization, Audience Growth, Brand Positioning
- **Digital Channels & Campaigns:** Paid Search (PPC), SEO/SEM, Email Marketing, Marketing Automation, Landing Page Optimization, Social Media Marketing, Event Marketing
- **Analytics & Performance:** Google Analytics, Web Analytics, Conversion Rate Optimization (CRO), A/B Testing, Campaign Performance Tracking, Reporting & Insights
- **Content & Creative:** Content Strategy, Copywriting, Visual Content Production, Photography, Video Content, Brand Storytelling
- **Tools & Platforms:** Google Ads, Semrush, WordPress CMS, Constant Contact, Meta Business Suite, Canva, Adobe Creative Suite, Asana, Monday.com, HubSpot, Microsoft Office Suite, Microsoft Copilot, ChatGPT
- **Leadership & Strategy:** Marketing Leadership, Growth Strategy, Budget Ownership, Cross-Functional Collaboration, Marketing Operations, Strategic Planning, Project Management, Campaign Planning

RELEVANT EXPERIENCE

Associate Director of Marketing, High Meadows School

October 2024 – Present

- Lead the strategy and execution of multi-channel marketing campaigns across paid search, social media, SEO content, landing pages, email, and web to drive audience acquisition and inbound demand.
- Manage a **\$130K annual marketing budget**, optimizing media spend and campaign performance to maximize ROI.
- Improved paid search campaign performance, increasing **CTR to 10%+** through targeting optimization, creative testing, and budget reallocation toward high-performing channels.
- Design and optimize Meta advertising campaigns, including audience segmentation and creative testing, delivering **CTR performance 239% above platform benchmarks**.
- Rebuilt organic and paid social strategy across Instagram and Facebook, driving a **312%** increase in Instagram profile visits, a **1,600%** surge in Instagram link clicks, and a **462%** increase in Facebook link clicks.
- Build and manage full-funnel marketing programs including landing pages, automated email workflows, and conversion tracking to improve digital lead generation, lead pipeline growth, and cost-per-lead efficiency.
- Led local SEO and digital listings optimization, improving search visibility and discovery across web and location-based platforms to strengthen inbound traffic and lead generation
- Partner with executive leadership to align marketing strategy with organizational growth objectives and brand positioning.
- Promoted from Marketing Associate in less than one year.

Adjunct Professor of Sport Studies Online Classes, Reinhardt University

January 2020 – Present

- Deliver higher-education instruction and designed digital learning experiences, bridging educational content strategy and engagement.
- Curate and manage course materials, resources, and content to enhance student learning and faculty collaboration, translating educational insights into actionable engagement strategies.

Associate Director of Marketing and Communications, Swift School

December 2021 – October 2024

- Directed integrated marketing strategy across paid media, digital, email, social, and web channels to drive audience acquisition and brand growth.
- Optimized marketing spend by reallocating budget toward higher-performing digital channels, improving campaign efficiency while managing a **\$64K marketing budget**.
- Drove acquisition-focused campaign strategy via third-party platforms and partnerships, supporting sustained pipeline growth.
- Planned and executed multi-channel, event-specific engagement campaigns, contributing to a **27% increase in total revenue to \$75K over two years**.

- Increased Instagram and Facebook reach and profile visits by up to **117%** through a refreshed content strategy focused on storytelling and outcomes.
- Secured earned media placements to increase visibility and credibility, including coverage on **FOX 5 Good Day Atlanta**.
- Led a full website redesign project, partnering cross-functionally to deliver the initiative **on time and on budget**. Served as ongoing site webmaster.

Assistant Director of Athletic Communications, Mercer University

January 2020 – September 2021

- Developed and executed digital content strategies across social media platforms to drive audience growth and engagement.
- Increased social media interactions by **45%** and generated a record **1.1 million impressions** through performance-focused content planning and execution.
- Developed relations with local and national media. Secured coverage on **ESPN** and in *Sports Illustrated* and the *Atlanta Journal-Constitution*.
- Led audience growth initiatives that increased a flagship brand's social following to **51,000+ Twitter/X followers**, ranking among the top programs nationally at the time.
- Created campaign assets and visual content to support key announcements and brand moments, generating **1,400+ views** on day one of a major campaign launch.
- Collaborated cross-functionally with marketing and ticketing teams to align content strategy with broader promotional goals.

Athletic Communications Graduate Assistant, Gardner-Webb University

January 2018 – December 2019

- Supported digital content creation and social media management to grow audience engagement across multiple platforms.
- Increased account following by **nearly 100%** through consistent content planning, performance tracking, and audience-aware messaging.
- Assisted with content writing, editing, and distribution to support brand visibility and engagement goals.

Journalist, Front Office Sports

January 2017 – April 2019

- Generated **4,000 page views** in three days prior to the 2019 Daytona 500 with my piece on the "Car 2 Can" campaign.

Public Relations Intern, Talladega Superspeedway

February 2017 – October 2017

- Served as the primary writer for the fall 2017 souvenir program which sold out. Wrote more than **100 press releases** and race recaps that were sent to more than **3,000 media members**.
- Supported public relations and media outreach initiatives for large-scale national events.

EDUCATION

Master of Arts, Sport Education
Gardner-Webb University

Bachelor of Science, Sport Studies (Minor: Business)
Reinhardt University