

JONATAN SALAZAR

MARKETING & GROWTH LEADER | PERFORMANCE, SEARCH & DIGITAL STRATEGY

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Professional Summary

Marketing and growth leader with 10+ years of experience building acquisition systems, digital programs, and measurable growth across retail/eCommerce, healthcare, homebuilding, franchise systems, education, and agency portfolios. Combines performance media, SEO/AEO/GEO, content, CRM, website optimization, analytics, and team leadership with a record of improving revenue, ROAS, cost per acquisition, conversion, lead quality, and organic demand. Has managed approximately \$5 million in annual marketing investment and helped direct \$900,000 in monthly search spend while leading employees, agencies, vendors, and cross-functional teams. Known for diagnosing the real growth constraint and turning strategy into clear, accountable execution.

Core Qualifications

Growth Strategy and Revenue: Integrated marketing, demand generation, customer acquisition, lifecycle strategy, go-to-market planning, market expansion, retention, CAC, CPL, ROAS, revenue optimization

Performance, Search and Digital: Google Ads, Microsoft Advertising, Meta, LinkedIn, Criteo, SEO/AEO/GEO, local search, eCommerce, landing pages, CRO, WordPress, technical and content strategy

Content, Brand and Customer Experience: Audience research, positioning, messaging, email/SMS, thought leadership, editorial strategy, product content, website journeys, education, sales enablement

Leadership, Analytics and AI: Team development, agency and vendor leadership, budgets, forecasting, GA4, GTM, Looker Studio, Funnel.io, Salesforce, automation, source-grounded AI, human QA

Professional Experience

G.J. Gardner Homes

Marketing Advisor, U.S. Division | Dec 2025 - Jun 2026 | San Antonio, TX

- Built the U.S. marketing function as the division's first marketing hire, leading national and local growth across 26 franchise locations, one coordinator, six vendors, seven internal teams, and a \$180,000 annualized plan.
- Generated approximately 4,000 consumer homebuyer leads at a \$45 average CPL through Google Search, Performance Max, Meta, localized campaigns, landing pages, and lead-quality optimization.
- Directed a 4,000-page national website rebrand and migration, owning scope, messaging, copy, technical requirements, redirects, tracking, QA, and approvals; organic traffic increased 30% during the final three months.
- Trained 26 franchise owners and 40+ consultants through 25 workshops while introducing Local Area Marketing planning that influenced \$60,000 in local investment.

Clean Air Lawn Care

Marketing Director | Aug 2024 - Nov 2025 | Denver, CO

- Owned growth marketing across 26 franchise locations and 50 territories, managing a \$120,000 annual budget, one direct report, four vendors, and 26 fully adopted market plans.
- Reduced paid-search CPL 54%, increased conversion rate from 25% to 55%, increased organic traffic 30% year over year, and improved 100+ priority keywords.
- Built four buyer segments through interviews, surveys, and third-party research, then translated the findings into CRM journeys, email/SMS, creative, targeting, landing pages, and sales experiences.
- Consolidated 40 websites into three authoritative hubs, migrating approximately 400 URLs with redirects, canonicals, analytics, content, and QA while eliminating about \$20,000 in annual costs.

CITY Furniture

Senior Manager, SEO & SEM | Jul 2022 - Feb 2025 | Fort Lauderdale, FL

- Directed approximately \$5 million annually across paid search, SEO, Criteo, agencies, and technology while leading one analyst, seven vendors, and cross-functional eCommerce, brand, merchandising, creative, content, social, email, and web partners.
- Increased paid-search revenue 16%, from \$17.5 million to \$20.3 million, and organic-search revenue 24%, from \$10.2 million to \$12.6 million.
- Identified \$250,000+ in paid-search underspend and \$3.2 million in revenue risk; introduced pacing controls that held investment within 5% of plan and generated or protected more than \$2 million.
- Produced a 9x ROAS and approximately \$1.08 million in attributed revenue from \$120,000 in Criteo spend while directly managing optimization and Google Merchant Center product feeds.
- Scaled consumer education from 8 to 100+ articles annually, increasing blog sessions 75%, contributing \$120,000 in incremental revenue, and touching 2,000 conversions.
- Designed an AI-assisted content workflow for 15,000+ SKUs using structured source data, reusable prompts, hallucination controls, model evaluation, and human QA.

We Level Up Treatment Centers

Digital Marketing Manager / Digital Marketing Project Coordinator | Sep 2021 - Jun 2022 | Fort Lauderdale, FL

- Helped direct approximately \$900,000 in monthly Google Ads investment and reduced cost per admission 36%, from about \$7,000 to the achieved \$4,500 benchmark.
- Partnered weekly with Sales using Salesforce and call-tracking data to connect lead volume, quality, admissions, and attribution to keyword, bidding, audience, geography, and service-line decisions.
- Led six direct reports and three vendors while increasing website traffic 300%, Instagram followers 80%, and Google Business Profile views 70%.

OMG National

SEO & SEM Marketing Consultant | Nov 2020 - Sep 2021 | Fort Lauderdale, FL

- Managed strategy for 120 agency accounts and approximately \$120,000 in combined monthly media spend across SEO, Google Ads, social, websites, reputation, reporting, renewals, and upsells.
- Improved results for 110 clients, reduced monthly churn from a 7% benchmark to 3%, and generated 20 upsells through proactive performance diagnosis and client communication.

Nova Southeastern University

Sales & Marketing Manager, Emergency Medical Services | Oct 2017 - Nov 2020 | Fort Lauderdale, FL

- Led marketing, sales, and operations for 190 annual emergency medical education programs serving 4,000+ participants and issuing 6,000+ certifications.
- Managed 50 staff, 20 organizational accounts, a \$120,000 operating budget, and \$1.2 million payroll while increasing annual revenue approximately \$60,000, or 10%, through digital acquisition and B2B sales.

Education, Certifications & Technology

Education: Bachelor of Science in Marketing, Concentration in Digital and Social Media Marketing | Nova Southeastern University | May 2017

Certifications: Google Ads Certification | Google Analytics Certification | Content Marketing Certification

Technology: Google Ads, Microsoft Advertising, Meta Ads, LinkedIn Ads, Criteo, Merchant Center, GA4, GTM, Search Console, Looker Studio, Funnel.io, Salesforce, HubSpot, Brevo, Semrush, Ahrefs, Screaming Frog, WordPress, Canva, Adobe