

Adam Seyller

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Education

Elmhurst University

B.A. Digital Marketing Communication

May 2021

Experience

Sam The Concrete Man

Senior Digital Marketing Manager

January 2025 – Present

- Led a team of Marketing and Content Specialists to develop and launch customized websites and paid advertising campaigns for new franchise locations, boosting local visibility and engagement
- Managed monthly ad budgets, analyzed campaign performance, and provided detailed reports with actionable insights to senior leadership for all franchise locations
- Facilitated weekly sprints using Monday.com and Jira, ensuring smooth collaboration, timely execution, and successful delivery of marketing initiatives

Digital Marketing Manager

January 2023 – December 2024

- Developed and oversaw 100+ Google Search Ads and Facebook campaigns for lead generation across 98 Sam The Concrete Man franchise locations, each with unique budgets and job specifications
- Ran paid advertising campaigns, both display and PPC, on a national level across a variety of ad platforms, such as TikTok, Adroll, Pinterest, YouTube, and Microsoft Ads
- Utilized an average monthly budget of over \$180,000 across all advertising platforms to generate over 96,000 leads since the beginning of 2023
- Provided training to franchise owners on fundamental Marketing concepts and advertising spend
- Orchestrated HubSpot Marketing Hub integrations and overall functionality for lead generation
- Used coding skills and Google Tag Manager to ensure proper event tracking across Google Analytics, Google Ads, Facebook Ads, Google Search Console, Semrush, and other platforms
- Assisted in website maintenance and basic organic marketing efforts using Wordpress

Lawton Corp.

Digital Marketing Manager

July 2021 – January 2023

- Developed E-commerce storefronts using Shopify and WordPress
- Facilitated the full integration of the Zoho CRM with all storefronts, web assets, and marketing channels
- Oversaw all SEO and keyword analysis for multiple brands using Ahrefs and Google Search Console
- Introduced a new Amazon storefront, as well as correlating Amazon Ads campaigns
- Responsible for all analytics tracking, reporting, and pixel implementation with multiple storefronts and reporting channels

Custom Personalization Solutions

Digital Marketing Specialist

March 2019 – July 2021

- Implemented Google Analytics E-commerce tracking to ensure accuracy across all channels
- Oversaw SEO assets such as Google My Business, Google Search Console, and Google Ads
- Developed landing pages and coupon codes for affiliate and e-mail marketing purposes
- Utilized knowledge of HTML to assist in making design changes to the websites

Certifications and Skills

- Google Analytics and Google Display Ads Qualification Exam Certifications
- Hubspot Inbound Marketing and Hubspot Social Media Marketing Certifications
- E-commerce management software experience in Magento, Bluestem, Netsuite, Shopify, and others