

ANTHONY ALLGOOD

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CAREER HIGHLIGHTS

Senior Digital Marketing Director, recognized for driving innovative digital marketing strategies and lead generation initiatives, demonstrating exceptional leadership, and continuously mastering cutting-edge tools, trends, and technologies:

- Successfully scaled an in-house marketing team of 15, providing comprehensive training on digital best practices and essential measurement tools, resulting in substantial business growth for a rapidly growing eyecare provider
 - Effective in managing annual digital marketing budgets up to \$13M, overseeing all national and local digital marketing channels, including paid search, display, OTT, YouTube, social media, Yelp, SEO, and email marketing
 - Significantly boosted web presence and global brand awareness for the Munitio headphones brand by 34% over a 3-month period, achieving a monthly increase of 12,000-22,000 new email subscribers through the implementation of aggressive marketing campaigns and dynamic marketing strategies
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PROFESSIONAL EXPERIENCE

NOW OPTICS | Palm Springs, FL

November 2021 – Present

Recognized as one of the nation's fastest-growing eye care providers in the industry, with nearly 300 corporate and franchise locations in 29 states.

Sr. Digital Marketing Director

- Direct and lead a team of 17 marketing professionals, partnering closely with SVP on strategic initiatives, and presenting comprehensive plans to elevate market share across multiple U.S. stores
- Regularly conduct performance analysis, leveraging various robust reporting tools to gauge campaign effectiveness, identify areas of improvement, and optimize campaigns to achieve maximum ROI
- Strategize and execute comprehensive SMS/email campaigns, including remarketing initiatives, SMS messaging design, and oversight of email deployments to customers in collaboration with CRM Manager
- Lead website redesign initiatives using Figma with the Creative team, providing comprehensive design instructions to the BI team for seamless implementation; ensure the incorporation of the latest SEO best practices across all sites
- Support international team training in Nicaragua and Colombia, and deliver impactful presentations to teams of up to 500 staff members, ensuring a cohesive understanding of the full customer journey across global and domestic offices
- Led the deployment of a new website and integration of Tableau dashboards, achieving internal metric production and annual cost savings of +\$500K in vendor fees in collaboration with CTO and cross-functional web and BI teams
- Oversaw the execution of SEO, PPC, GA4(Google Analytics) email marketing, Data Studio, social media marketing, and content marketing campaigns, resulting in a significant increase in brand awareness and customer engagement
- Strategically developed and implemented comprehensive digital marketing strategies, resulting in a 40% surge in website traffic and a 25% uplift in revenue
- Instrumental in the successful rebranding campaign of My Eyelab stores to Stanton Optical, expanding the footprint to 277 locations, enhancing nationwide eyecare capacity, and strategically increasing market share through targeted competitive campaigns and re-branding initiatives

TWENTY FIVE SEVENTY FIVE AGENCY | Orlando, FL

August 2018 – November 2021

Creative marketing agency providing solutions for renowned clients including Rockstar Energy, Kansas City Chiefs, Converse, Porsche, and Honda.

Director of Marketing & Digital Strategy

- Led marketing teams of various small businesses, driving new customer acquisition by effectively managing campaigns across email, SEO, social media, display, paid search, funnels, and websites
- Managed a \$5M marketing budget, overseeing brand management, product launches, advertising, marketing collateral, and events; captured market share by developing marketing plans and programs for each product line

- Spearheaded digital marketing initiatives for Puff ‘n Stuff Catering and affiliates, achieving a 68% surge in brand awareness and revenue through strategic enhancements across various digital platforms
- Contributed to a 30% increase in first-time website visits (240,000 subscribers) in Q1, playing a key role in achieving the top organizational objective of enhancing brand identity through strategic demographic targeting
- Elevated Munitio Headphones’ web presence and global brand awareness by 34% over a 3-month period, through a dynamic social media marketing strategy and aggressive email marketing campaign, resulting in a monthly increase of 12,000-22,000 new email subscribers
- Developed strategic email drip campaigns and HubSpot landing pages, leading to a company-wide highest open and click-through rate increase of 40% and generating an additional \$360K in membership revenue within one (1) month
- Consistently achieved 3:1 to 4:1 Return on Ad Spend (ROAS) for various small businesses by implementing and refining digital strategies, predominantly through Google Search and Ads, significantly enhancing profitability
- Achieved financial objectives through annual budget preparation, expenditure scheduling, variance analysis, and corrective actions; closely monitored profitability and performance of existing products and services
- Implemented continuous optimizations for clients using Google Analytics and AdWords, achieving significantly higher conversion rates within 24-48 hours post-optimization
- Directed market research efforts and utilized Google Analytics, YouTube, and Facebook data to provide short- and long-term forecasts, leveraging pivot tables for in-depth analysis and reporting

SALEM MEDIA GROUP | Tampa, FL

August 2018 – July 2019

America's leading media corporation specializing in family, faith, news and culture.

Director of Marketing & Digital Strategy

- Led the development and execution of integrated marketing communications, plans, and budgets; oversaw marketing team responsible for the digital strategy of six (6) radio stations, 10 staff members, and 40+ clients
- Hired, developed, and managed marketing and support teams; trained and mentored digital marketing team responsible for \$200K annual sales growth
- Directed digital marketing strategies, including email segmentation, automation, and online media campaigns; led the development and execution of social media campaigns, enhancing audience engagement across various platforms
- Configured the setup and administration of digital systems, including CRM configuration and communication tools, to support robust advertising and lead generation campaigns
- Elevated Salem Media Tampa’s national broadcast ranking from 75th to 10th, and secured 4th in the Spanish market
- Achieved over 110% growth in event revenue and attendance, resulting in the corporate “Event of the Year” award

LOUD BRAND MEDIA | Tampa, FL

February 2016 – August 2018

Full-service digital marketing firm with offices in Tampa, FL, and San Diego, CA, providing digital marketing services to global customers.

Director of Marketing

- Developed highly targeted marketing campaigns for clients including Monster Energy, Vans, World Vision, PETA, and Activision's Call of Duty franchise
- Leveraged insights into buying motivators and market trends to collaborate with product developers, designing innovative marketing and advertising solutions that expanded customer base and increased revenue
- Launched a new promotional campaign by bundling products, resulting in a 15% surge in sales revenue and projected \$400K increase in annual sales
- Successfully recruited and trained 30+ marketing and sales specialists, achieving a 24% increase in sales and an 86% employee retention rate; played a key role in sustaining the marketing team through strategic recruitment and training

PREVIOUS PROFESSIONAL EXPERIENCE

Seminar Instructor, Digital Marketing | Salem Media Campus – Tampa, FL (2019)

Marketing Manager | The 101 Group – San Diego, CA (2013–2016)

Marketing Manager | Outerloop Management – Washington, DC (2008–2013)

EDUCATION

Master of Business Administration in Project Management | Strayer University – Tampa, FL

Bachelor of Science in Marketing | Ashworth University – Norcross, GA

CERTIFICATIONS

Google Analytics Certification (2023)

Google Adwords Certification (2023)

Hubspot Content Marketing Certification (2022)

Hubspot Inbound Marketing Certification (2022)

Marketing Analytics Certification – UC Berkeley (2019 - Present)

Applied Machine Learning – Microsoft Advanced Analytics (2019 - Present)

Full Stack Web Development (2020 - Present)

500+ hours of intensive, project-based training in programming languages and other technical skills, such as SQL, C#, .NET Core, Git, ASP.NET MVC, HTML, CSS, and JavaScript