

VINCENT TINTO

DIRECTOR OF MARKETING | GROWTH & BRAND

Demand Generation | Brand Storytelling | Sports & Fitness Community | Marketing Operations

Brighton, CO 80601 | 917-843-1666 | vincent.t.tinto@gmail.com

\$1.2M

REVENUE GENERATED
IN 13 MONTHS

\$50K/mo

AGGREGATE PAID
MEDIA MANAGED

150+

LOCATIONS SUPPORTED
WITH CRM SYSTEMS

0 TO 1

MARKETING SYSTEM
BUILT

PROFESSIONAL SUMMARY

Growth marketing and brand leader with 8+ years building full-funnel acquisition, lifecycle, content, community, and measurement systems that turn audiences into customers, advocates, and revenue. Hands-on across paid and organic growth, positioning, messaging, social, email, CRM, web, CRO, and analytics. Managed approximately \$50K in monthly media spend, direct reports, specialists, and creative and video partners while building marketing operations from zero to one. Brings direct fitness-industry experience and a record of translating performance data into clear stories, decisions, and growth.

CORE EXPERTISE

Demand Generation & Pipeline | Brand Positioning & Narrative | Sports & Fitness Marketing | Content Strategy & Social | Community Growth & Advocacy | Messaging & Copywriting | Customer Storytelling | Paid & Organic Growth | Email & Lifecycle | CRM & Sales Handoffs | Campaign Strategy & Offers | Web & Conversion Paths | Analytics & Dashboards | Data Storytelling | Zero-to-One Marketing Operations | Team Building | Creative & Vendor Leadership

PROFESSIONAL EXPERIENCE

AESTHETIC BOSSES

Denver, CO

Marketing Operations & Growth Lead | Co-Founder

2023-Present

- Lead full-funnel growth and brand execution across healthcare, aesthetics, and service businesses, connecting positioning, messaging, paid and organic campaigns, content, web, CRM, lifecycle, community, and conversion to revenue.
- Manage approximately **\$50K in aggregate monthly advertising spend** across Meta and Google, including individual accounts exceeding \$12K per month; use conversion, revenue, and efficiency data to scale winning audiences, offers, and creative.
- Built and optimized **hundreds of paid campaigns over 5+ years**, owning demand strategy, audiences, offers, budgets, creative, copy, landing experiences, tracking, retargeting, and post-campaign analysis.
- Helped launch and scale a business to **\$1.2M in revenue within 13 months**; helped **10 businesses reach their first \$100K+ revenue month** and another double its customer count within one year.
- Direct social, creative, and video partners to turn offers, customer outcomes, and performance data into clear campaign stories across acquisition, nurture, retention, referral, and community touchpoints.
- Built dashboards and full-funnel reporting using GA4, GTM, CRM data, ad platforms, call tracking, and custom tools; translate conversion, acquisition cost, and channel performance into clear stories and next actions for leaders.
- Built CRM, lifecycle, and community-communications infrastructure supporting **Prime IV's 150+ location franchise network**, strengthening lead routing, sales handoffs, nurture, attribution, reporting, and franchise-owner engagement.
- Lead and develop up to **three direct reports** while directing developers, designers, media specialists, social teams, video partners, and vendors; establish the tools, priorities, rhythms, quality standards, and accountability that help a small team scale.

NANOPULSE DIGITAL

Denver, CO

Director of Website Design

2023-2026

- Owned digital brand, website, content, landing-page, and conversion strategy across **20+ projects**, integrating audience messaging, forms, CRM systems, analytics, mobile UX, SEO, CRO, and commerce capabilities.
- Led the launch of the **City of Lone Tree's 250+ page municipal website**, coordinating stakeholders, brand voice, content standards, accessibility, technical requirements, analytics, vendors, and cross-functional delivery.
- Partnered with **SolFlo Jiu Jitsu** on website development, digital marketing, and community engagement for a martial arts and fitness audience, translating owner-operator priorities into clear member-facing digital experiences.

PROFESSIONAL EXPERIENCE - CONTINUED

NUCLEAR NETWORKING

Denver, CO

Onboarding Development Director

2021-2023

- Built the organization's onboarding and marketing operations system **from 0 to 1**, establishing the tools, workflows, documentation, production rhythms, CRM automation, QA, measurement, and accountability needed to scale.
- Reduced the onboarding cycle to approximately **two weeks** through workflow redesign, automation, standardization, and stronger handoffs across marketing, development, and operations.
- Directed acquisition and activation programs spanning positioning, offers, content, landing pages, forms, CRM workflows, email nurture, tracking, and conversion paths; documented the system for repeatable execution.

DRGINVEST

Digital Marketing Coordinator

2020-2021

- Established brand identities, audience messaging, websites, content, and digital acquisition foundations for multiple portfolio businesses; managed technical and content SEO across four properties.

SIERRA PACIFIC MORTGAGE

Digital Media Strategist

2019-2020

- Managed multi-market digital strategy across web, SEO, social, content, and lead generation; increased Facebook audience approximately **200%**, website traffic **70%**, and website inquiry leads **30%**.

CARAHSOFT

Reston, VA

Marketing Coordinator - Micro Focus Government Solutions

2018-2019

- Managed approximately **\$1.4M in annual marketing development funds** for Micro Focus Government Solutions, aligning integrated B2B campaigns, partner programs, digital promotion, events, and sales priorities.
- Planned and managed trade shows and partner campaigns, coordinating messaging, campaign assets, sponsorships, stakeholders, vendors, budgets, lead generation, and live execution.
- Produced and hosted a repeatable webinar and content program that increased attendance approximately **20%** while supporting audience growth, partner engagement, integrated campaigns, and sales enablement.

AMERICAN WOODMARK CORPORATION

Account Specialist

2017-2018

- Managed approximately **70 dealer accounts** within a manufacturing and distribution environment; partnered with territory leadership on customer growth, channel relationships, and service, contributing to approximately **12% territory revenue growth**.

GROWTH, BRAND & MARKETING TECHNOLOGY

BRAND & CONTENT Positioning | Messaging | Copywriting | Content Strategy | Social Media | Community | Creative Direction | Data Storytelling
 DEMAND & LIFECYCLE Paid Search & Social | Email/SMS | HubSpot | CRM | Lead Routing | Nurture | Sales Handoffs | Attribution
 WEB & ANALYTICS WordPress | WooCommerce | Landing Pages | CRO | SEO | GA4 | Google Tag Manager | Looker Studio | Dashboards

EDUCATION

Bachelor of Science, Strategic Communication | Shepherd University | Shepherdstown, WV | 2015