

NICK ROGERS

Digital Marketing Manager · Conversion Architecture & Analytics · Multi-Location Growth

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PROFESSIONAL PROFILE

Results-driven Digital Marketing Manager with 9+ years building full-funnel performance systems across healthcare, eCommerce, and enterprise verticals. Bridges full-stack technical depth with data-driven marketing strategy to architect conversion ecosystems — integrated GA4, CRO, UX, SEO, and automation frameworks that compound organic growth, reduce paid dependency, and deliver measurable revenue outcomes.

Proven in HIPAA-regulated multi-location healthcare and high-volume tactical eCommerce. Consistently translates performance data into scalable strategy while maintaining brand integrity and compliance.

\$11M+ Directly Attributed Revenue	\$4.3M Gross Sales — CRO Contract	51% Lead Gen Conversion Rate	80% Add-to-Cart Lift (CRO)	260% Lighthouse Score Lift	750K+ Annual Organic Sessions
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CORE COMPETENCIES

- Conversion Architecture (CRO)
- GA4 / GTM Analytics & Tracking
- Multi-Location Digital Strategy
- Technical & On-Page SEO
- HIPAA-Compliant Digital Platforms
- A/B Testing & Behavioral UX
- SEM & Paid Media Optimization
- CRM & Marketing Automation
- Full-Stack Web Development

PROFESSIONAL EXPERIENCE

Emergency Dental of America

Jul 2023 – Present

Digital Marketing Manager → *promoted from Digital Strategy & Web Development*

Omaha, NE (Remote)

- Supported 57% growth in new clinic locations by building and refining repeatable market-launch SOPs; organic strategy now drives ~750K annual sessions and ~640K new users network-wide.
- Built the company's entire digital infrastructure from the ground up — HIPAA-compliant WordPress ecosystem (ACF/CPT) across 20+ clinics, GA4/GTM/VOIP full-funnel tracking stack, and location-based content routing.
- Designed geo-targeted 'Coming Soon' lead gen funnels for new market launches; built segmented Mailchimp CRM workflows and email nurture flows across all clinic locations, reducing paid media dependency.
- Lead SEO, SEM, AI-driven search visibility (AIO/GEO), reputation management, and competitor intelligence across 20+ markets; architect patient journey and friction-point mapping programs to continuously improve funnel conversion.

Rain or Shine Golf

Dec 2023 – Jul 2024

CRO Specialist (Contract)

Charlotte, NC (Hybrid)

- Architected a behavioral UX and lead gen framework delivering a 51% conversion rate across campaigns and \$4.3M in gross sales — funnel playbooks remain the foundation of their digital performance today.
- Increased Shopify checkout conversions 6%, average order value 15%, and add-to-cart rate 80% through CRO strategy, A/B testing, and data-backed UI/UX improvements.
- Comprehensive SEO overhaul: optimized robots.txt, eliminated 3,500 low-value pages, redirected 700+ 404 errors, and boosted site speed 54% — resulting in a 27% traffic increase and 30% improvement in on-page engagement metrics.
- Drove measurable gains in GA4 KPIs through schema refinement, Core Web Vitals optimization, and technical debt elimination across the entire site.
- Developed and implemented single source of truth for revenue and sales data.

Norma Precision Inc.

Aug 2022 – Apr 2023

Web Developer / eCommerce Lead

Savannah, GA

- Recruited to architect and scale digital infrastructure for a \$60M+ annual revenue eCommerce portfolio during a high-stakes corporate acquisition; directly attributed \$11M+ in revenue, 37K+ orders, and 12K+ new customer acquisitions within a single fiscal year.

- Engineered post-purchase review automation generating 6,000+ verified reviews and a 200% lift in PDP engagement; scaled social proof signals that materially improved conversion rates across the catalog.
- Boosted Google Lighthouse performance scores 260% by eliminating technical debt and plugin bloat — directly improving organic search KPIs and site speed across D2C and B2B storefronts.
- Built centralized GA4/GTM tracking architecture for high-fidelity audience segmentation; decoupled D2C and B2B storefronts to increase merchandising velocity and realized \$36K in annual cost savings through strategic hosting migration.

SNF Holding Company

Aug 2019 – Apr 2022

Web Developer & SEO Specialist

Riceboro, GA

- Led digital transformation across 40-country multinational ecosystem: modular WordPress architecture, geo-redirection automation, 35% plugin reduction, and global brand governance.
- Developed GDPR/privacy infrastructure and global Cookie Consent systems; improved site speed, UX consistency, and cross-market SEO performance.

Stark & Associates, Inc.

May 2016 – Apr 2019

Web Developer

Rock Hill, SC

- Delivered full-stack solutions for 25+ clients (Laravel, WordPress, MVC) in a fast-paced agency; managed end-to-end project lifecycle from development through client delivery.

EDUCATION · CERTIFICATIONS · TOOLS

Education

Winthrop University

B.S. Digital Information Design:

Digital Commerce

Graduated 2015

Certifications

- ✓ Google Analytics 4 (2024)
- ✓ CRO — LinkedIn (2024)
- ✓ Shopify Essential Training (2024)
- ✓ Email Marketing — HubSpot (2023)
- ✓ SEO Deep Dive — Semrush (2023)

Tools & Platforms

Analytics: GA4, GTM, CallRail, PowerBI

CMS: WordPress (ACF/CPT), Shopify

SEO/CRO: GSC, Clarity, Semrush, Ahref

Automation: Mailchimp, Klaviyo, HubSpot

AI Marketing: AI SEO Agent, AI KPI Agent, AI Marketing Automation

Portfolio & references available upon request · ricknogers.com