

SCOTT WICINSKI

GROWTH MARKETING STRATEGIST

(901) 493-1886 | scottwicinski@gmail.com | Fayetteville, Arkansas | scottwicinski.com

PROFESSIONAL SUMMARY

Digital growth marketer with 4+ years of experience driving lead generation through SEO, paid acquisition, conversion optimization, and high-converting copy. Experienced in real estate marketing, customer acquisition, and translating business goals into practical digital growth strategies across both agency and independent environments.

CORE SKILLS

Growth & Performance Marketing: Lead Generation, Paid Acquisition, SEO, CRO, A/B Testing, Audience Targeting

Analytics & Optimization: GA4, GSC, Performance Analysis, User Journey Analysis, Conversion Optimization

Automation & Systems: Zapier, CRM Workflows, Marketing Automation, Customer Journey Automation

Platforms: WordPress, Google Ads, Ahrefs, SEMrush, Basic HTML/CSS, Mailchimp

PROFESSIONAL EXPERIENCE

Digital Marketing Consultant | Independent, Fayetteville AR

Mar 2024 — Present

Selected Clients:

Rockstar Homes | Mar 2024 – May 2025

- Achieved #1 Google rankings for multiple high-intent local keywords within 6 months by designing and launching a WordPress website from scratch with technical SEO, local SEO, and interlinking architecture
- Increased qualified inbound traffic and lead generation through SEO-driven content strategy, local search optimization, and customer journey improvements
- Built and managed Google Ads campaigns from scratch, delivering 13% click-through rates and 10% conversion rates through targeting refinement, ad testing, strategic messaging, and landing page optimization

With Wellness | May 2025 – Present

- Built a direct-to-consumer wellness brand from the ground up, developing brand positioning, pricing strategy, customer acquisition workflows, and conversion-focused digital customer journeys
- Reduced manual administrative workload by ~80% by designing automated booking, payment, CRM, and customer communication workflows using logic-based marketing systems
- Designed and launched a conversion-focused website, messaging framework, and retention automations to support customer acquisition and repeat engagement

Marketing & Analytics Strategist | Grassfire Marketing Agency, Fayetteville AR

Aug 2021 — Mar 2024

- Managed digital growth strategy for 30+ service-based businesses, improving search visibility, lead generation, and conversion opportunities through SEO, content strategy, and performance optimization
 - Analyzed website traffic, engagement, and conversion data using GA4 and GSC to identify growth opportunities and recommend customer journey and site optimization improvements
 - Developed SEO-driven content strategies, website optimization recommendations, and client-facing growth proposals aligned with business goals and measurable acquisition outcomes
-

M.A. in Theological Studies, emphasis in Leadership — Gordon Conwell Theological Seminary

B.S. in Marketing & Management, minor in Nonprofit Studies — The University of Arkansas