

SCOTT WICINSKI

LIFECYCLE & GROWTH MARKETING MANAGER

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PROFESSIONAL SUMMARY

Growth marketer with 5 years of experience driving customer acquisition, lead generation, and scalable growth systems. Skilled in both strategy and execution across lifecycle marketing, SEO, paid acquisition, automation, and conversion optimization. Experienced building and optimizing growth initiatives in agency and independent consulting environments.

CORE SKILLS

Lifecycle & Automation: Lead Nurture, Audience Segmentation & Automation, CRM Architecture, Customer Journey

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

Analytics & Reporting: GA4, GSC, Funnel Analysis, Attribution, Performance Reporting, Conversion Optimization

Platforms & Tools: WordPress, Google Ads, Ahrefs, SEMrush, HTML/CSS, Mailchimp, HubSpot, CallRail, Zapier

PROFESSIONAL EXPERIENCE

Lifecycle Marketing Manager | Lux Lav, Fayetteville AR *Jun 2026 — Present*

- Architecting a HubSpot lead management system supporting 6,000+ contacts and ~475 inbound leads per month including contact properties, lifecycle stages, automated qualification framework, and automated routing workflows
- Designing automated nurture and segmentation programs across multiple lead sources, including phone calls, website forms, AI Agents, paid search, referrals, and buyer match assessment submissions
- Building a lead qualification and distribution framework for a three-person sales team designed to reduce manual lead management, improve sales prioritization, and increase conversion of qualified opportunities

Digital Marketing Manager | Rockstar Homes, Fayetteville AR *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
- Generated 8–10 qualified seller leads per month through organic search by improving local visibility, creating high-intent content, and optimizing the customer acquisition funnel
- Built and managed Google Ads campaigns from scratch, delivering 13% click-through rates and 10% conversion rates through audience targeting, ad testing, landing page optimization, and conversion-focused messaging

Marketing & Analytics Strategist | Grassfire Marketing Agency, Fayetteville AR *Aug 2021 — Mar 2024*

- Managed full 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
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M.A. in Theological Studies, emphasis in Leadership — Gordon Conwell Theological Seminary *Sept 2022 — May 2025*

B.S. in Marketing & Management, minor in Nonprofit Studies — The University of Arkansas *Aug 2018 — May 2022*