

Griffin Brautigam

Portfolio: griffinbrautigam.com

Griffin.Brautigam@gmail.com | (920) 544-6953

Green Bay, WI

Education

Northeast Wisconsin Technical College

Green Bay, WI

Digital Media Technology, Graduated May 2018

- Phi Theta Kappa Membership
- 4.0 GPA

Technical Skills

- Data Analysis
- Project Management
- Google Ads
- Marketing Automation
- Marketing Strategy
- HTML & CSS
- Web Design
- Figma / Adobe XD
- User Research
- JavaScript
- SEO
- Drip Campaigns
- Copywriting
- Email Marketing
- Meta Business Suite

Professional Experience

Digital Marketing Strategist & Specialist

Green Bay, WI

Envano July 2023 - Present

- Build & execute marketing strategies for \$500 million/year revenue clients
- Project managed & executed Shopify site creation project for a startup health food client in 3 weeks
- Navigate through or around roadblocks, leading to more efficient production and cost-saving internally and for clients
- Created a Value Model that allows clients to easily quantify the impact of their digital advertising outside of raw revenue numbers
- Creative director of email newsletter with over 2,000 active subscribers; leading a team of copywriters and designers

Digital Marketing Specialist

Green Bay, WI

Amerhart, LTD October 2021 - July 2022

- Doubled web revenue from \$17 million to \$35 million in 18 months using methods described below
- Designed a new website homepage that doubled Google's Core Web Vitals score leading to a 20% increase in organic traffic, increased clarity, and reduced cost to acquire new customers

- Increased open & click-through rates of email marketing campaigns to 20% over the industry average producing higher revenue on product promotions
- Streamlined customer online ordering experience leading to 50% year over year increase in customer website logins
- Improved communications of marketing programs with senior leadership & stakeholders
- Perform market analysis, updating the company's marketing strategy as needed

Digital Marketing Consultant

Green Bay, WI

Freelance, September 2016 - Present

- Create client websites using various tools, such as WordPress, Webflow, and Wix
- Utilize Google Ad Words to drive revenue growth for clients
- Help clients determine their needs for CRM tools
- Grew a client's YouTube channel from 0 to 2,000 subscribers in 45 days using content marketing on various social media platforms

Digital Marketing Coordinator

Green Bay, WI

Spatial System Designs, August 2015 - November 2016

- Created Video, Audio & Written content for company's social media channels, driving growth in those areas
- Ran Facebook & Instagram Ad campaigns

Awards / Certifications

Google

- Google UX Design Certified April 2023
- Google Analytics Certified April 2023

HubSpot

- Digital Marketing April 2023
- Digital Advertising April 2023