

# Wesley Coover

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## PROFESSIONAL SUMMARY

Digital marketing manager with 7+ years in B2B tech, music marketing, and agency operations. Expertise in marketing operations, revenue management (\$1M ARR), SEO, paid advertising, account management, and team leadership. Results: 90% client retention, \$270K cost savings, 90% of accounts hit growth targets, 56M+ followers managed. Experience includes multi-channel campaigns, CRM systems, analytics, and leading cross-functional teams for enterprise clients and multi-platinum artists.

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## PROFESSIONAL EXPERIENCE

### Digital Marketing Manager | [Kaseya](#)

August 2024 - Present

- Managed 25 enterprise accounts (\$1M ARR) with 90% retention, running monthly performance reviews across Google Analytics, Search Console, and Semrush to track funnels, flag data issues, and provide SEO and strategy recommendations.
- Led CallRail partnership creating recurring revenue share model; converted 37 of 40 legacy accounts (92.5% close rate) from free to paid, eliminating non-revenue support overhead.
- Built responsive landing pages that improved engagement by 25% and conversions by 15% YoY.
- Managed onboarding for 90 website clients, implementing SEO infrastructure including backlinking, directory listings across 50+ platforms via Uberall, and AI-optimized architecture - increasing qualified leads by 150-200%.
- Drove positive growth for 90% of clients within first year through data-driven SEO, site restructures, and ongoing analytics reviews.
- Managed 215+ website support tickets monthly on average, coordinating web developer workflows and cross-functional implementations.

### Senior Social Media Manager | [Big Blue Truck Publishing](#)

October 2023 - April 2024

- Partnered with Universal Music Group teams to manage social strategy for multi-platinum artist Tyler Hubbard, developing quarterly content initiatives, directing on-site shoots, and editing video/graphics via Adobe Premiere and Photoshop—driving 20% engagement increase across 2M+ followers.
- Executed multi-channel album campaigns including SMS/email marketing (Laylo, Community), ad creatives, link-in-bio platform (Komi), and CTA optimization that increased pre-saves by 25% compared to previous release.

### Digital Marketing Manager | [Crowd Surf](#)

November 2021 - October 2023

- Led multi-channel marketing campaigns for artist releases, securing high DSP playlist placements and optimizing streaming strategy. Managed social channels for 56M+ followers daily with a team of 4, driving 15% engagement increase and 20% average follower growth across roster.
- Maintained 100% client retention across diverse roster spanning stadium-level artists to emerging songwriters; coordinated cross-functional workflows with single designer and third-party vendors to deliver single releases, cover designs, lyric videos, and social content on deadline.
- Managed diverse client roster including Nickelback, Michael Bolton, Hayes Warner, Grayscale, Periphery, Bush, Malik Baptiste, and UMe legacy projects (Marvin Gaye, Classic Motown, The Temptations, Steve Miller Band).

### Director of Growth Operations | [Bearly Marketing](#)

April 2019 - November 2021

- Scaled agency operations from managing 40 clients solo to running a team of 3-4 campaign specialists handling 120+ clients, jumping in to resolve problem accounts and building systems that made the team more efficient.
  - Built influencer marketing program from scratch (18% client acquisition increase) and managed full sales pipeline from prospecting to contract, closing 2+ new clients weekly with 85%+ retention rate.
  - Partnered with CEO on business strategy, pricing models, and go-to-market expansion while building internal marketing materials including pitch decks, case studies, and sales assets.
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## EDUCATION

B.S. Music Business - Marketing Minor | Middle Tennessee State University

## CERTIFICATIONS

- Click Up Power User • Storybrand Certified • Uberall LPO • Hubspot SEO Certification
- Meta Blueprint Certification • Hubspot Social Media Marketing Certification

## TECHNICAL PROFICIENCY

- HubSpot • Google Analytics • Google Tag Manager • Google Search Console • Canva • Adobe Creative Suite
- ChatGPT • Keap CRM • Sprout Social • Hootsuite • Microsoft Suite • WordPress • Octane CMS • Asana • ClickUp • Meta Ads Manager
- TikTok Ads • CallRail • Uberall • Swydo • Mailchimp • HTML • Javascript • Zoho CRM • Laylo SMS/EDM • Community SMS