

Wesley Coover

Nashville, TN | wesleycoover@gmail.com | wesleycoover.com | www.linkedin.com/in/wesley-coover

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.

TECHNICAL SKILLS

Marketing Operations & Analytics: HubSpot (CRM, forms, Helpdesk/Service Hub, basic workflow) • Google Analytics (conversion tracking, funnel analysis) • Google Tag Manager • Google Search Console • Semrush • Swydo (reporting)

Paid Media & Advertising: Meta Ads Manager (campaign setup, audience targeting, optimization) • TikTok Ads • Google Ads • CallRail (call + form tracking)

SEO, Web & Creative: SEO optimization • Uberall (local SEO, directory management) • WordPress • Octane CMS • HTML • JavaScript • Adobe Creative Suite (Premiere, Photoshop) • Canva • ChatGPT

Email Marketing & Social: Keap CRM • Zoho CRM • Mailchimp • Laylo (SMS/EDM) • Community (SMS) • Sprout Social • Hootsuite • Later • Komi (link-in-bio) • Toneden

Project Management: ClickUp • Asana • Monday

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | [Kaseya](#)

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](#)

2023 - 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](#)

2021 - 2023

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

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

2019 - 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 (20% 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.