

TIM LANE

EXECUTIVE DIGITAL MARKETING DIRECTOR

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EXECUTIVE PROFILE

Digital marketing executive with 13+ years of experience leading multi-channel performance marketing, organic search, and high-ROI campaigns. Proven record of growing revenue and leads for multi-location brands, e-commerce businesses, B2B organizations, and client portfolios. Combines AI, prompt engineering, and marketing automation with actionable analytics to strengthen go-to-market strategy and exceed performance targets.

CORE COMPETENCIES

Strategic Leadership: GTM Strategy, MVP Launch, Digital Transformation, Budget Management, Team Leadership & Mentorship	Growth & Performance: SEO, SEM, PPC, Audience Segmentation, CRO, Social Media Marketing
E-Commerce & Digital Products: E-Commerce Architecture, Web Redesign, Lead Generation, Revenue Scaling, UX/UI	Analytics & AI: AI & Prompt Engineering, Multi-Domain Attribution, Customer Journey Mapping, KPI Dashboards

PROFESSIONAL EXPERIENCE

RTL EQUIPMENT

Swisher, IA

Director of Marketing

May 2024 - Present

- Direct digital strategy across SEO, paid advertising, email, SMS, and social media to accelerate lead acquisition and revenue.
- Led a full website redesign from inception to launch, delivering a **300%+ increase in year-over-year inbound leads**.
- Grew top-10 ranking organic keywords by **500%+** through technical and content SEO.
- Built and launched an online parts store, generating **nearly \$10,000 in first-month revenue** with continued month-over-month growth.
- Integrate generative AI and custom prompt workflows to accelerate content creation, optimize ad targeting, and automate reporting.

POWERS GYMNASTICS

Philadelphia, PA

Digital Marketing Director

October 2023 - April 2024

- Increased student enrollment **30% YoY across 13 locations** through targeted Google Ads and social campaigns.
- Built full-funnel conversion and cross-domain tracking to analyze customer touchpoints and optimize high-value acquisition.
- Raised CTR **40% YoY**, reduced CPC **35%**, and cut CPL **50%** through audience segmentation and retargeting.

BELDING DIGITAL

Irvine, CA

Digital Marketing Director

September 2021 - September 2023

- Led web design, SEO, paid advertising, email, and social strategy for **10+ clients**, including national franchises, SaaS startups, and global ISPs.
- Achieved an average **50% conversion rate across 400+ ad campaigns** through A/B testing and optimization.
- Created an agency-wide SEO framework that increased site traffic **15%** and new qualified leads **40%**.
- Increased ad CTR **52% YoY** and reduced CPL **53%** through ad copy, placement, and audience refinements.

PROFESSIONAL EXPERIENCE

GEONETRIC

Cedar Rapids, IA

Digital Marketing Director

October 2020 - August 2021

- Led a 5-person digital marketing team in designing integrated multi-channel campaigns for specialized healthcare clients, increasing overall client ROI by **20%**, web traffic by **30%**, and conversions by **40%**.
- Formulated multi-domain sales funnels, action-page conversion architectures, and targeted analytics dashboards to refine user retention and sales output.

Senior Digital Marketing Strategist

June 2018 - October 2020

- Directed a 10-member digital marketing team to execute multi-channel growth campaigns, increasing organic web traffic by **40%** and generating **\$25M in pipeline revenue** across client accounts.
- Led strategy for a global website redesign project, yielding a **52% lift in organic visits**, a **48% boost in engagement**, and a **17% increase in user satisfaction**.

FARMER'S STATE BANK

Marion, IA

Marketing Specialist

August 2016 - June 2018

- Led all SEO/SEM, email, display advertising, and digital marketing operations, ensuring total alignment with organizational growth goals.
- Built real-time analytics dashboards and executed continuous multivariate and A/B testing across key digital touchpoints to maximize overall campaign performance and ROI.

HIBU

Cedar Rapids, IA

Associate Campaign Analyst

November 2013 - August 2016

- Authored and launched a revamped Paid Search PPC strategy, resulting in a **109% increase in paid search traffic** and a **151% YoY surge in conversions**.

TECHNICAL & AI PROFICIENCIES

AI & Automation: AI Engineering, Advanced Prompt Engineering, ChatGPT Plus / Gemini Pro / Claude Enterprise integration, AI Content Workflows

SEO & Digital Analytics: SEMRush, Moz, Ahrefs, SpyFu, Screaming Frog, Looker Studio, Google Tag Manager, Google Analytics 4, Adobe Analytics

CRM & Automation: HubSpot, Salesforce, Marketo, Mailchimp, Constant Contact, Hootsuite, SproutSocial

Design & Tech: Adobe Creative Suite, HTML/CSS/JavaScript fundamentals, UX/UI CRO, E-Commerce Platforms

CERTIFICATIONS

Google Certified Suite: Google Ads (Search, Display, Video), GA4, Google Tag Manager

HubSpot Certified: Inbound, Content, Email Marketing, Marketing Automation

Meta Certified: Digital Marketing Associate / Performance Marketing

Data Analytics: Web Analytics, Data Visualization & Attribution Modeling

MILITARY & LEADERSHIP

United States Army: Sergeant (E-5) | Feb 2004 - Feb 2012

Developed core operational leadership, crisis resolution, and team management under high pressure.

Helping Heroes: Co-Founder | Jan 2017 - 2024

Co-founded non-profit conducting home modifications for disabled veterans.