

COURTNEY DEAN

443-388-6071 | cvdean.marketing@gmail.com | Pennsylvania | linkedin.com/in/cvdeanmarketing

PROFESSIONAL SUMMARY

Hands-on, metrics-minded integrated brand marketer who has led campaigns and product launches from strategy through execution and measurement, combining Performance Marketing, Brand Marketing, and Growth Marketing to deliver \$50M in annual sales and 1,000% growth in three years. Brings full-funnel channel expertise, lifecycle and creator programs, and rigorous attribution and forecasting, alongside experience launching products with national retail partners. Open to senior in-house marketing roles and to consulting, contract, and fractional engagements.

PROFESSIONAL EXPERIENCE

PetMedia

February 2021 - August 2026

Marketing Director, Paid Media & Performance Marketing

- Led integrated campaigns spanning performance, brand, and growth marketing, driving \$50M in annual sales and 1,000% growth over three years and securing an Inc. 5000 ranking as the #2 Consumer Services company through full-funnel channel planning across Google Ads, Meta Ads, TikTok Ads, and Microsoft Advertising.
- Owned campaign planning and execution from audience and keyword strategy through creative development, launch, testing, optimization, attribution, and budget allocation; used audience insights and campaign measurement across CAC, ROAS, CTR, CVR, hook rate, and hold rate to improve performance.
- Scaled affiliate and influencer programs through Impact.com and TikTok Shop, managing creator sourcing, campaign execution, tracking, and optimization to expand customer acquisition and channel diversification; coordinated strategic partnerships with creators.
- Built Klaviyo lifecycle programs that generated \$13M in automated email and SMS revenue through segmentation, behavioral targeting, personalization, and A/B testing, strengthening brand campaigns and customer engagement.
- Grew organic social from zero to 132K followers through original content, copywriting, and publishing, building brand awareness with creative ideas and storytelling; negotiated a category-exclusive Instagram Shop directly with senior Meta leadership.
- Applied Marketing Mix Modeling, multi-touch attribution, GA4, and GTM to align paid media spend with revenue outcomes, optimize channel mix, and deliver executive forecasting and reporting.
- Championed AI and emerging tools to accelerate creative velocity and operational efficiency; led a four-person team and managed agency and vendor partnerships across the marketing stack, including agency budgets.

Fresh Start Growth

September 2010 - Present

Founder & Principal Marketing Consultant

- Lead integrated brand strategy and growth marketing for clients across healthcare, retail, pet care, and events, including University of Maryland Medicine, Cole Schotz, and Posh Puppies; deliver web design, Shopify, social media, paid media, email/SMS, packaging, photography, and B2B/wholesale strategy.
- Develop multichannel campaigns, content marketing, and customer storytelling, managing campaign execution across performance, brand, and growth initiatives to support client growth and entry into new markets.

Stanley Black & Decker

January 2005 - January 2010

Brand Management & Product Marketing

- Led launch planning and go-to-market strategy for national product launches with major retail partners, coordinating retail marketing and product positioning.

Bevel Design

January 2002 - January 2005

Account Executive

- Delivered agency experience in branding and advertising for regional clients, supporting brand campaigns and creative development.

EDUCATION

Towson University

1999 - 2003

SKILLS

Skills: Paid Media Marketing, Performance Marketing, Growth Marketing, Brand Marketing, Full-Funnel Marketing, Digital Marketing, Marketing Strategy, Brand Strategy, Go-to-Market Strategy, Product Marketing, Account-Based Marketing, Customer Acquisition, Lifecycle Marketing, Affiliate Marketing, Influencer Marketing, Creator Partnerships, Email Marketing, SMS Marketing, Content Marketing, Social Media Marketing, Organic Social Growth, Copywriting, Advertising, E-Commerce Marketing, B2B Marketing, Wholesale Marketing, Packaging Marketing, Conversion Rate Optimization (CRO), A/B Testing, Multivariate Testing, Creative Testing, Landing Page Testing, Audience Strategy, Keyword Strategy, Campaign Management, Campaign Optimization, Attribution Modeling, Multi-Touch Attribution, Marketing Mix Modeling (MMM), Marketing Analytics, Marketing Measurement, KPI Development, Executive Reporting, Forecasting, Budget Allocation, Return on Ad Spend (ROAS), Customer Acquisition Cost (CAC), Click-Through Rate (CTR), Conversion Rate (CVR), Google Ads, Microsoft Advertising, Microsoft Ads, Meta Ads, Meta Ads Manager, TikTok Ads, TikTok Ad Manager, TikTok Shop, SA360, Impact.com, Klaviyo, Google Analytics 4 (GA4), Google Tag Manager (GTM), Shopify, Adobe Creative Cloud, Canva, CapCut, Marketing Automation, Email and SMS Automation, Behavioral Targeting, Personalization, Segmentation, User-Generated Content (UGC), Video Production, Photography, Web Design, AI-Powered Marketing Automation, AI Workflows, Digital Customer Experience, Social Commerce, Product Launches, Retail Marketing, Agency Management, Vendor Management, Team Leadership, Strategic Planning, Direct Negotiation, Creative Development, Organic Content Creation, Performance Reporting

Languages: English

CERTIFICATIONS

Microsoft Ads | Bing

Meta Ad Manager

Klaviyo Strategist Certification

Google Ads Search Certification

TikTok Ad Manager