

Rob Ainbinder

Performance Marketing Leader | Paid Media & Growth Systems That Scale Without Headcount

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SUMMARY

Marketing operator with 10+ years directing \$1M+ paid media budgets to \$3M+ in pipeline results, combining hands-on performance marketing discipline (paid search, SEO, CRO) with AI-enabled operational systems that compound growth without adding headcount. Generated \$3.9M+ in potential lifetime revenue for a single client through integrated paid and organic acquisition strategy, and delivered a 300% increase in search-driven traffic early in career. Built for organizations that need growth to scale like a system, not a headcount line.

AREAS OF EXPERTISE

Paid Media & Performance Marketing • Digital Campaign Planning & Execution • Conversion Rate Optimization (CRO) • SEO & Organic Growth Strategy • Performance Analytics & Reporting • Marketing Budget Management • AI-Enabled Marketing Operations • Digital Marketing Strategy • Demand Generation & Lead Conversion • Marketing Automation & CRM Strategy • Agency & Vendor Management • Generative & Agentic AI Project Management

PROFESSIONAL EXPERIENCE

Creative Services Director Feb 2025 – Present

Tandem Senior Living Advisors • Winston-Salem, NC

Lead creative vision and marketing execution for a national senior living advisory organization, partnering with executive leadership and client-facing advisors to align brand and creative operations with enterprise growth objectives.

- Champion AI-enabled workflow innovation across the creative organization, establishing scalable systems that improve output speed and quality without adding headcount.
- Direct enterprise creative strategy across digital, print, video, web, and social, advising executives on brand positioning and emerging technology adoption.
- Build and lead a multidisciplinary creative team, aligning initiatives with revenue, occupancy, and client retention goals through data-driven optimization and KPI reporting.

Chief Marketing Officer (Fractional) Apr 2024 – Feb 2025

Scan Ninja AI • Remote

Engaged by the CEO to shape brand presence, market positioning, and go-to-market strategy for an early-stage AI cybersecurity platform.

- Built a targeted outreach framework aligning marketing and sales, strengthening lead qualification and conversion strategy ahead of go-to-market.
- Defined buyer personas, target industries, and competitive positioning through market research, establishing the ICP framework behind the company's launch strategy.
- Directed the launch of a fully optimized website and lead-generation funnel to establish the company's digital presence and brand identity.

Sr. Marketing Account Manager | CRM & SEO Lead 2023 – 2025

Cogent Analytics • Greensboro, NC

Led CRM, SEO, and go-to-market strategy across the firm's client engagements, concurrent with a fractional CMO mandate for an AI cybersecurity platform (2024–2025).

- Directed CRM optimization, SEO strategy, and LinkedIn prospecting across multiple enterprise client engagements, functioning as senior marketing strategist for each account.
- Built and led an AI-driven automation workflow that replaced manual rewriting for 10,000 eCommerce product attributes, cutting billable hours while hitting deadline.
- Mentored and trained 10 marketing professionals in SEO methodology, LinkedIn outreach strategy, and analytics interpretation, strengthening firm-wide capability.
- Led a cross-functional initiative establishing the firm's first inbound marketing framework, improving campaign coordination across client programs.

Fractional CMO & Marketing Strategist Jan 2014 – 2023

Why People Click • Greensboro, NC

Operated as outsourced CMO across an 11-client portfolio spanning local and national brands, owning strategy, budget, and execution end-to-end for each — concurrent with full-time roles at Cogent and prior firms.

- Managed a \$1.2M marketing budget for a political action committee client, optimizing spend across paid media, SEO, and brand initiatives.
- Generated \$3.9M+ in potential lifetime revenue for a dental client through integrated Google Ads and SEO strategy — 410 leads at \$38.21 CPL (\$1.85M) plus 465 organic appointment requests (\$2.09M).
- Led a team of 3 external contractors executing SEO, content, and paid media across the full client portfolio, and directed e-commerce platform migrations improving site architecture and conversion pathways.

Senior Director, Digital 2013 – 2014

BubbleUp Interactive • Houston, TX

- Oversaw enterprise paid media and SEO strategy across healthcare, consumer product, and entertainment accounts, strengthening campaign performance and digital acquisition outcomes.
- Optimized retargeting frameworks and paid media segmentation, improving remarketing effectiveness for national brand campaigns including Margaritaville's Frozen Concoction Maker.
- Architected enterprise SEO strategy across 1,200 funeral service locations for Service Corporation International, strengthening organic visibility at scale.

ADDITIONAL EXPERIENCE

Internet Marketing Coordinator

Häfele America • Archdale, NC

- Increased search-driven website traffic 300% through structured SEO improvements and search marketing optimization across the national dealer network.
- Generated 100+ qualified leads per month by developing an online dealer and store locator platform supporting customer purchase pathways.

EDUCATION

Bachelor of Arts in Marketing | American Public University

CERTIFICATIONS

HubSpot Inbound Marketing Certification • HubSpot Marketing Hub Certification • Google Analytics Certification • Google Ads Certification • Level C Certified Brand Strategist • Getting Started with AEO (Webflow) • Project Management Institute (PMI) Certification — In Progress

TECHNICAL SKILLS

CMS: WordPress, OpenText, SDL Tridion

CRM & Automation: HubSpot CRM, Monday.com, Apollo.io, Zapier

Platforms: HubSpot, Google Analytics, Google Ads, SEMrush, Ahrefs, MailChimp, ClickUp

AI Tools: Google Antigravity, Perplexity, Codex, Sora, ChatGPT

PUBLICATIONS

Emails and Newsletters That Get Opens • Clickable Non-Profit Blogposts (Amazon)