

ADRIENN WIEBE

Chief Marketing Officer | VP of Marketing | Performance Marketing & Demand Generation

St. Petersburg, FL • (813) 400-0141 • adriennwiede@gmail.com • [linkedin.com/in/adriennwiede](https://www.linkedin.com/in/adriennwiede)

EXECUTIVE SUMMARY

Marketing executive with 13+ years building performance marketing, demand generation, and lead generation engines measured on revenue and signed clients rather than vanity metrics. Owns full-funnel strategy and execution — paid media, conversion rate optimization, marketing operations, analytics, and SEO — across a \$4.5M+ budget and 13+ acquisition sources. Builds marketing functions from the ground up, hiring and developing teams while staying hands-on in the work: architecting the GA4 / Google Tag Manager / server-side tracking stack, coding landing pages and lead forms, and owning attribution from first click to closed revenue. Consistent record of reducing customer acquisition cost, lifting conversion rates, and growing ROAS through disciplined testing and clean measurement.

AREAS OF EXPERTISE

Growth & Demand: Performance Marketing · Demand Generation · Lead Generation · Customer Acquisition Strategy · Paid Search · Paid Social · Display · Conversion Rate Optimization (CRO) · A/B Testing · Funnel Optimization

Leadership: Marketing Strategy · P&L and Budget Ownership · Team Building, Hiring & Mentorship · Cross-Functional Leadership · Executive Reporting · Agency & Vendor Management · Brand Positioning & Messaging

Operations & Data: Marketing Operations · Marketing Automation · Marketing Analytics & Multi-Touch Attribution · Lead Quality Scoring · CRM Strategy · Sales & Marketing Alignment (MQL-SQL) · KPI Frameworks & Forecasting

Technical & Compliance: Technical SEO · On-Page & Content SEO · Answer Engine Optimization (AEO) · Core Web Vitals · Schema Markup · Conversion APIs · Server-Side Tagging · TCPA, CAN-SPAM & GDPR Compliance

PROFESSIONAL EXPERIENCE

Chief Marketing Officer

Mar 2025 – Present

Quikaid, Inc. | St. Petersburg, FL

Own marketing strategy, performance, and technical execution for a national Social Security disability firm operating one of the highest-volume lead generation engines in its category.

- **Manage a \$4.5M+ marketing budget** across Google Ads, Meta, Microsoft Ads, and 10+ third-party lead partners, reallocating spend against lead quality and cost per acquisition.
- **Generated 315,000+ prospects and 23,700+ acquired clients**, reducing blended cost per prospect and cost per acquisition year over year while holding acquisition cost below the internal efficiency target across every channel and partner.
- **Established and built out the marketing department** — launched the function as the sole marketing leader, defined the org structure and channel ownership model, then hired, onboarded, and developed a team now running day-to-day execution against documented SOPs and playbooks.
- **Track every lead from first click to signed client**, and expanded the acquisition-cost model to weight lead quality score and lead age rather than conversion cost alone.
- **Architected the full measurement stack** — GA4, Google Tag Manager, server-side tracking, Meta Pixel and Conversions API — powering attribution across 13+ acquisition sources, then transferred ownership to the team trained to run it.
- **Custom-code landing pages and lead-capture forms** (HTML / CSS / JavaScript) and deployed a WordPress and Gravity Forms model with source-level API attribution, improving CRM mapping and removing marketing's dependence on engineering.
- **Own TCPA compliance and partner governance** — authored the company compliance packet setting consent, disclosure, and documentation standards for every lead partner, and run recurring audits of partner landing pages, contracts, SLAs, and delivery.
- **Led a data-integrity overhaul of the client email audience**, cutting 55,688 records to a validated 38,326; caught material calculation errors in internal analysis and in two vendor proposals before either was approved.
- **Lead technical and on-page SEO, AEO, and brand development** — Core Web Vitals, schema, crawl health, and keyword strategy, plus a brand system, creative template library, and 60-post content calendar.

Head of Marketing

Sep 2024 – Mar 2025

Karoly Windows & Doors | Clearwater, FL

- **Cut customer acquisition cost 33% year over year** by sharpening audience targeting and shifting budget out of broad display into high-intent paid search.

- **Lifted website conversion rate 29%** in the first quarter by rebuilding landing pages and simplifying the quote-request flow.
- **Grew Google Search visibility 54%** with a 71.4% top-impression rate on target keywords; expanded Facebook reach 42% and referral traffic 78.4%.
- **Built brand guidelines, CRM workflows, and automation;** hired, trained, and mentored marketing staff while managing vendor performance and budget allocation.

Senior Director of Marketing

Dec 2022 – Sep 2024

WOA Media | St. Petersburg, FL

- **Reduced customer acquisition cost 18%** over 12 months and lifted conversion rate 25% through paid media optimization, audience segmentation, and funnel redesign.
- **Increased ROAS 32%** within six months by reallocating budget from underperforming channels into higher-return paid search and paid social.
- **Implemented marketing automation and CRM workflows** to streamline lead nurturing and sales hand-off while maintaining CAN-SPAM and GDPR compliance across all campaigns.

Vice President of Marketing & Demand Generation

Jul 2019 – Dec 2022

Fischer International Identity (Cybersecurity SaaS) | Naples, FL

- **Managed a \$2M+ annual budget and a team of three,** driving 30% growth in pipeline revenue within one year.
- **Grew marketing-qualified leads 42%** over two years through demand generation, content marketing, and persona-based targeting.
- **Scaled organic search traffic 35%** across cybersecurity, government, higher education, healthcare, and financial services verticals via an SEO overhaul and thought-leadership program.
- **Tightened marketing and sales alignment** by rewriting MQL definitions, lead hand-off processes, and pipeline conversion tracking.

Director of Business Development & Marketing

Jan 2018 – Jun 2019

Trinity School of Natural Health | Warsaw, IN

- **Increased online enrollment 18% in three months and 27% in six months** through multi-channel marketing and business development strategy.
- **Built KPI frameworks and executive reporting;** led cross-functional teams to improve acquisition, conversion, and retention.

EARLIER EXPERIENCE

- **Digital Marketing Consultant, ReachLocal** (2016 – 2018) — advised 100+ SMB and enterprise clients on SEM, PPC, SEO, social, and marketing automation.
- **Affiliate & Digital Marketing Manager, Outsmart Labs** (2015 – 2016) — drove MQLs, pipeline, and affiliate programs across the agency's internal divisions.
- **Digital Advertising Account Executive, Gannett** (2015) — achieved 128% of digital revenue goal in Q2; ranked #2 of 8,000+ employees in company-wide LinkedIn initiative.
- **Digital Marketing Manager, Florida Gulf Coast University** (2013 – 2015) — grew social following 126% and engagement 95%; increased blog traffic 54%.

TECHNICAL PROFICIENCIES

Advertising: Google Ads · Meta Ads Manager · Microsoft Advertising · LinkedIn Ads · Performance Max · Google Merchant Center

Analytics & Tracking: GA4 · Google Tag Manager · Server-Side GTM · Looker Studio · Google Search Console · Conversion APIs · Call Tracking · Heatmapping

Martech & CRM: Salesforce · HubSpot · Marketo · Pardot · Mailchimp · WordPress · Semrush · Ahrefs · Screaming Frog · Canva

Development: HTML5 · CSS3 · JavaScript · Responsive landing page development · Gravity Forms · Schema · Git

EDUCATION & CERTIFICATIONS

Bachelor of Arts, History — Florida Gulf Coast University

2014

Graduated summa cum laude · President's List · Dean's List · Honors Program Scholarship Recipient

Certifications: Google Ads · Google Analytics · Microsoft Advertising · Salesforce · HubSpot Inbound · Languages: English (native), Hungarian (full professional)