Brandon Evanich

Performance Marketing Director · Founder, Scalesior · PMP · Six Sigma Black Belt

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PROFESSIONAL SUMMARY

Performance marketing leader with 6+ years of team leadership driving revenue for service businesses and e-commerce brands. Manages $150K+ in monthly ad spend, builds lead generation and CRM systems that turn clicks into booked jobs, and uses AI to systematize delivery so teams scale without losing quality. Focused today on AI search visibility (AEO/GEO): making sure businesses are the ones Google, Maps, ChatGPT and Gemini recommend.

KEY ACHIEVEMENTS

- Helped scale a service business from $2M to $8M, contributing to a private equity acquisition
- $15M+ in attributed e-commerce revenue from paid media
- ~20% lower cost per lead across managed accounts
- Built and led multi-brand marketing teams
- Helped grow a new service business to $3M a year within 18 months
- $150K+ monthly ad spend managed across clients and channels
- 50% increase in agency monthly recurring revenue
- Taught digital marketing to 200+ students, 75% job placement

PROFESSIONAL EXPERIENCE

Marketing Director (Performance & Growth)

Apr 2024 – Present

Flo Digital Marketing · Cape Coral, FL

- Lead strategy and execution for 35+ clients across home services, construction, professional services, hospitality and franchise brands, focused on leads, pipeline and booked jobs
- Manage $150K+ in monthly ad spend across Google Ads, Meta, Local Services Ads and TikTok
- Direct a cross-functional team of 7 (paid media, SEO, design, development, CRM, social, automation); own sales, onboarding, strategy, delivery and retention, holding ~80% client retention
- Rebuilt the agency's tiered service catalog, SOPs and project templates, driving a 50% increase in MRR
- Built AI-powered delivery systems with Claude: an onboarding document generator (81-page master template), a 12-month SEO content engine from intake to task board, and a social content pipeline serving 14 clients
- Lead website rebuilds and migrations (WordPress/Elementor), service-area page programs, technical SEO audits and AEO/GEO strategy

Founder & Principal

Spring 2018 – Present

Scalesior Digital Marketing · Florida

- Founded a marketing consultancy for service businesses and online stores; today focused on AI search visibility, local SEO and paid media for Florida service businesses
- Built the HVAC Revenue System: missed-call text-back, speed-to-lead, review generation and seasonal reactivation, packaged as a repeatable done-for-you product
- Scoped and managed a custom Shopify build for a specialty retailer (custom product builder, option-based pricing, supplier-direct shipping), followed by monthly marketing management
- Run client operations on an automated stack: proposals and e-signature, client portal, onboarding projects and recurring billing

Digital Marketing Instructional Specialist

Dec 2020 – Present

2U Education

- Taught paid media, SEO and growth strategy to 200+ students; led a 16-week bootcamp built on real go-to-market and campaign projects
- Mentored and coached students into marketing careers, contributing to a 75% job placement rate

E-commerce Growth Marketing Manager
Dec 2020 – Nov 2023

Drups Ecommerce

- Led growth across multiple e-commerce brands; managed $2M+ in paid media driving $15M+ in attributed revenue across Amazon, Meta and Google
- Directed product launches across multiple brands with consistent 15%+ year-over-year revenue growth
- Built conversion funnels, landing pages and email/SMS lifecycle programs; managed P&L, CAC and LTV
- Built out the marketing team and wrote the SOPs that supported its growth

E-commerce Category Manager
Nov 2019 – Mar 2020

Trademark Global

- Managed e-commerce strategy for 650K+ SKUs across Amazon, Walmart, eBay and other marketplaces
- Grew category revenue 15%, click-through rate 20% and organic traffic 30% through listing, pricing and advertising optimization

Logistics Account Executive
Jun 2017 – Jan 2018

Total Quality Logistics

SELECTED CLIENT WORK

- Three-location drive-thru coffee franchise: multi-channel ads, local SEO and location pages
- Catering company: Squarespace-to-WordPress migration and interactive menu pricing tool
- Plumbing company: 39-page site rebuild with 12 new service silo pages
- Custom home builder: won from a national provider after a competitive audit
- Real estate tax-compliance firm: 19-page service-area program and second-office expansion
- Family-owned HVAC company (SC): 250-keyword SEO baseline and technical rebuild plan
- Commercial elevator company: 33-page site rebuild with SEO and AI-search strategy
- Fence, roofing, seawall, foundation and inspection companies: SEO, AEO/GEO and site rebuilds

Full case studies: brandonevanich.com/projects

CORE EXPERTISE

- **Paid media:** Google Ads, Meta, LSA, TikTok, attribution, budget scaling, bid strategy
- **Lead gen & CRM:** GoHighLevel, HubSpot, SuiteDash, funnels, CRO, call tracking
- **Analytics:** GA4, GTM, Looker Studio, Semrush, CAC/LTV, KPI reporting, forecasting
- **Leadership:** hiring, training, SOPs, service design, multi-client operations
- **AI search & SEO:** AEO/GEO, local SEO, Google Business Profile, technical audits, schema
- **E-commerce:** Shopify, Amazon Seller/Vendor Central, Walmart, Home Depot, DTC
- **Web & AI:** WordPress, Elementor, HTML/CSS, Claude, AI workflow automation
- **Project management:** PMI methods (traditional, agile, hybrid), Six Sigma

EDUCATION & CERTIFICATIONS

- **BBA, Business Administration** · Stetson University
- **Six Sigma Black Belt** · Six Sigma Online
- **Project Management Professional (PMP)** · PMI
- **Google Analytics Certification** · Google