

# ADRIENN WIEBE

Senior Marketing Leader • Performance & Growth Marketing • Demand Generation

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

## PROFESSIONAL SUMMARY

Marketing leader with 13+ years building performance marketing and demand generation engines measured on revenue and signed clients, not vanity metrics. Owns full-funnel strategy and execution — paid media, CRO, marketing operations, and analytics — across a \$4M+ annual budget and 13+ acquisition sources. Equally comfortable setting strategy and getting hands-on: building the GA4/GTM/server-side tracking stack, coding landing pages and lead forms, and leading attribution from first click to revenue. Consistent track record of cutting CAC, lifting conversion rates, and growing ROAS through disciplined testing and clean measurement.

## CORE COMPETENCIES

Performance Marketing · Demand Generation · Paid Search & Paid Social (Google, Meta, Microsoft) · Conversion Rate Optimization · Marketing Operations & Automation · Budget Ownership & Allocation · Marketing Analytics & Attribution (GA4, GTM, server-side) · Lead Generation & Vendor Management · Technical & On-Page SEO · CRM (Salesforce, HubSpot, Marketo, Pardot) · A/B Testing · Team Leadership · TCPA / CAN-SPAM / GDPR Compliance

## PROFESSIONAL EXPERIENCE

### Chief Marketing Officer

Mar 2025 – Present

*Quikaid, Inc.* | St. Petersburg, FL

*Lead marketing strategy, performance, and technical execution for a Social Security disability firm running one of the highest-volume lead-gen engines in its category. Hands-on leader owning budget, tracking, and code.*

- **Manage a \$4M+ annual budget (~\$90K/week)** across Google Ads, Meta, Microsoft Ads, and 10+ third-party lead vendors, reallocating spend weekly based on lead quality and CPA.
- **Track every lead from first click to signed client**, so each channel and vendor is judged on leads that actually convert — not the cheapest clicks.
- **Built and maintain the full measurement stack** (GA4, Google Tag Manager, server-side tracking, conversion modeling) powering attribution across 13+ acquisition sources.
- **Custom-code landing pages and lead-capture forms** (HTML/CSS/JS) that integrate with the in-house CRM and feed conversion data back to Meta, Microsoft, and Google via conversion APIs to train ad algorithms — shipping in days, not agency weeks.
- **Lead technical and on-page SEO** — site speed, schema, core web vitals, crawl health, internal linking, keyword research, and content strategy.
- **Own TCPA compliance and vendor governance** — audit-ready consent processes across every touchpoint, plus performance contracts, SLAs, and quality audits holding partners to in-house standards.

### Head of Marketing

Sep 2024 – Mar 2025

*Karoly Windows & Doors* | Clearwater, FL

- **Cut customer acquisition cost 33% YoY** by sharpening audience targeting and shifting budget from 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 visits 78.4%.
- Built brand guidelines and CRM/automation workflows; hired, trained, and mentored marketing staff while managing vendor performance and budgets.

### Senior Director of Marketing

Dec 2022 – Sep 2024

*WOA Media* | St. Petersburg, FL

- **Reduced CAC 18%** over 12 months and lifted conversion rate 25% through paid-media optimization, segmentation, and funnel redesign.

- **Boosted ROAS 32%** within six months by reallocating budget from underperforming channels into higher-return paid search and paid social.
- Installed marketing automation and CRM workflows to streamline lead nurturing and sales hand-off; maintained CAN-SPAM and GDPR compliance across all campaigns.

## VP 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 content.
- Tightened marketing–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 3 months and 27% in 6 months** through multi-channel marketing and business-development strategy.
- Built KPI frameworks and reporting; led cross-functional teams to improve acquisition, conversion, and retention.

## EARLIER EXPERIENCE

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**Digital Marketing Consultant**, ReachLocal — advised 100+ SMB and enterprise clients on SEM, PPC, SEO, social, and marketing automation (2016–2018).

**Affiliate / Digital Marketing Manager**, Outsmart Labs — drove MQLs, pipeline, and affiliate programs for an agency's internal divisions (2015–2016).

**Digital Advertising Account Executive**, Gannett — achieved 128% of digital revenue goal in Q2; #2 of 8,000+ employees in company LinkedIn initiative (2015).

**Digital Marketing Manager**, Florida Gulf Coast University — grew social following 126% and engagement 95%; increased blog traffic 54% (2013–2015).

## EDUCATION & CERTIFICATIONS

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**B.A., History** — Florida Gulf Coast University (*summa cum laude, President's & Dean's List*)

2014

Certifications: Google Ads · Google Analytics · Microsoft / Bing Ads · Salesforce · HubSpot Inbound