

Tim Lane



VP OF MARKETING · AI-DRIVEN GROWTH · PERFORMANCE & SEARCH

Marketing leader who builds the AI systems, not just buys the tools.

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\$10–20M

Annual paid media budget managed

300%+

YoY inbound lead growth after a site redesign

200%

E-commerce sales growth after an AI catalog rewrite

\$25M

Pipeline revenue across client accounts

EXECUTIVE PROFILE

Marketing executive with 13+ years growing revenue and leads through performance marketing, search, and analytics for multi-location brands, e-commerce, B2B and SaaS, healthcare, and agencies. Has owned the full marketing function, launched new channels, led rebrands, and built teams from the ground up. Builds AI into how marketing gets done, moving faster without lowering the bar on accuracy, data quality, or brand. Former U.S. Army Sergeant.

AI WORK IN PRODUCTION

Catalog-scale content pipeline · RTL Equipment. Built an AI pipeline that rewrote all **1,552 product descriptions** for search and AI answer engines and published them through the Shopify Admin API, replacing 25+ hours of writing at about \$0.05 per product. Human-reviewed; store organic traffic up **125%** and sales **200%**.

Self-auditing landing-page system · Independent Consulting. Designed a proprietary system that takes a client brief through strategy, copy, build, and a pass/fail conversion audit. It met **93% of quality criteria vs. 50%** for an unassisted AI model, backed by 260+ automated tests.

Tracking rebuilt in code · RTL Equipment. Rebuilt lead tracking through the Google Tag Manager API with automated browser tests and moved the Google Ads conversion to real form submissions, so bidding runs on real leads.

PROFESSIONAL EXPERIENCE

RTL Equipment · Director of Marketing

Swisher, IA | May 2024–Present

- Rebuilt the marketing function from the ground up after a leadership transition; kept and repurposed the existing team, which has since grown. Lead SEO, paid search, paid social, YouTube, email, and SMS for a multi-location equipment dealer selling to contractors, fleet managers, and municipalities.
- Defined MQL criteria with sales, built lead routing and follow-up SLAs, and track leads through to closed revenue; built email and SMS nurture programs. Own OEM co-op and MDF programs.
- Led a full website redesign from inception to launch, delivering a **300%+ increase in YoY inbound leads**; grew top-10 organic keywords **500%+**.
- Opened a direct-to-consumer channel: selected the platform, designed the site architecture, and launched an online parts store with **nearly \$10,000 in first-month revenue** and continued month-over-month growth.
- Built custom AI agents that read PDF manufacturer manuals and cross-reference the catalog to find missing SKUs.

Independent Consulting · Fractional Head of Marketing / AI Marketing Consultant

2026–Present

- Advise small businesses on AI-driven marketing; deliver landing pages audited by a proprietary AI system before launch.

Powers Gymnastics · Digital Marketing Director

Philadelphia, PA | Oct 2023–Apr 2024

- Owned the full marketing function across 13 locations; grew enrollment **30% YoY** through Google Ads and social.
- Helped lead the rebrand, designed the site architecture, and built full-funnel, cross-domain tracking.
- Raised CTR **40% YoY**, reduced CPC **35%**, and cut CPL **50%** through audience segmentation and retargeting.

Chrysalis Communications, Inc. · Digital Marketing Director

Irvine, CA | Sep 2021–Sep 2023

- Managed a **\$10–20M annual paid media budget** and directed paid media specialists across Google Ads, LinkedIn Ads, Meta, and programmatic (The Trade Desk, DV360, StackAdapt).
- Led web, SEO, paid, email, and social strategy for **10+ clients**, including national franchises, SaaS startups, and global ISPs; LinkedIn and programmatic campaigns drove pipeline for B2B SaaS clients.
- Averaged a **50% conversion rate across 400+ ad campaigns**; increased CTR **52% YoY** and reduced CPL **53%**.
- Created an agency-wide SEO framework that increased site traffic 15% and new qualified leads **40%**.

Geonetric · Digital Marketing Director

Cedar Rapids, IA | Jun 2018–Aug 2021

- Built the digital team from **2 people to 15** specialists, hired in order of client demand and then cross-trained.
- Ran multi-channel campaigns that increased organic traffic 40% and generated **\$25M in pipeline revenue**; HIPAA-compliant healthcare programs raised client ROI 20%, web traffic 30%, and conversions 40%.
- Led strategy for a global website redesign (**52% lift in organic visits**, 48% boost in engagement) and ran Voice of Customer and journey-mapping programs.
- Won over a client who had refused any retainer; they became the agency's **largest retainer client**.
- Marketed to patients, physicians, and health systems, and marketed Geonetric's own software to B2B buyers, through trade shows, panels, and workshops; helped lead rebrands for healthcare clients.

Farmer's State Bank · Marketing Specialist

Marion, IA | Aug 2016–Jun 2018

- Owned SEO/SEM, email, and display; built real-time dashboards and ran A/B and multivariate testing.

Hibu · Associate Campaign Analyst

Cedar Rapids, IA | Nov 2013–Aug 2016

- Rebuilt paid search for local small-business clients: paid traffic up **109%**, conversions up **151% YoY**.

SKILLS & TOOLS

AI & automation: Claude (Claude Code, API), ChatGPT, Gemini; agentic workflows and custom AI skills; AI output evaluation; Python, Node.js, Playwright

SEO & AI search: technical and content SEO, site architecture, Core Web Vitals, AEO/GEO, AI citation tracking, structured data; Semrush, Ahrefs, Screaming Frog

Paid media: Google, Microsoft, Meta, TikTok, and LinkedIn Ads; YouTube; programmatic and Connected TV (The Trade Desk, DV360, StackAdapt, Amazon DSP); ad creative and copy testing

Measurement & GTM engineering: GA4 and GTM architecture, CRO, multi-touch attribution, MMM and incrementality testing, LTV/CAC; Conversions API (CAPI), Clay enrichment, exa.ai intent tracking, lead scoring, routing and BDR SLAs

Leadership: go-to-market strategy, positioning, product launches, sales enablement, budget ownership, team building

Platforms: Shopify, HubSpot, Salesforce, Marketo, Pardot, Looker Studio, Adobe Analytics

CERTIFICATIONS, SPEAKING & SERVICE

Certifications: Google Ads (Search, Display, Video), GA4, GTM; HubSpot Inbound, Content, Email, and Marketing Automation; Meta Digital Marketing Associate; Web Analytics & Attribution Modeling

U.S. Army: Sergeant (E-5), 2004–2012. Deployed to Afghanistan; held a Secret clearance.

Helping Heroes: Co-Founder, 2017–2024. Non-profit making home modifications for disabled veterans.

Speaking & writing: panels at trade shows and seminars, workshops, webinars, and blogs.