

GRIFFIN GRADKE

Dallas - Fort Worth, TX - Open To Remote Roles

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PROFESSIONAL SUMMARY

Creative and data-driven marketing and e-commerce specialist with 5+ years of experience in digital strategy, client services, and cross-functional project management. Proven ability to grow revenue, improve retention, and innovate with AI-powered tools. Adept at leading digital transformation across paid media, SEO, branding, and web development. Passionate about helping brands grow through innovation, customer success, and strategic execution.

CORE SKILLS

- Customer Success & Client Retention
- Paid Media Strategy (Google Ads, Meta Ads)
- SEO & Content Marketing
- E-Commerce (Shopify+)
- AI Tools: ChatGPT, Gemini, Cursor, Manus, HeyGen
- Web Development & UX Optimization
- Team & Project Management
- Branding & Creative Direction
- Data Analysis & Conversion Rate Optimization

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist & Client Services Account Manager | Pain-Free Dental Marketing | May 2024 - Present

- Manage 30+ dental client accounts, overseeing strategy across Paid Media, SEO, web, creative, video, print, and external partnerships
- Increased average client production by 12% YoY; achieved 100% retention in Q1-Q2 2024
- Directly manage \$100K+ in annual revenue and lead a team of junior account managers and project managers

- Collaborate cross-functionally with ad buyers, designers, developers, content writers, and video editors
- Drive innovation using AI tools like ChatGPT, Gemini, HeyGen, and Cursor for content, research, and web development
- Continuously develop expertise in digital strategy, branding, and customer relationship management

Head of E-Commerce & Technology | Southern Grace Clothing | 2023 - 2024

- Generated \$200K+ in new sales channel revenue in 2023; projected \$850K+ for 2024
- Increased conversion rates by 141% and improved site speed by 31%
- Led D2C website rebuild, boosting user experience and AOV
- Managed all paid ad campaigns and content across Meta and Google
- Innovated with AI and machine learning tools for marketing and ops
- Named 2023 Employee of the Year and served on the company's leadership team

E-Commerce & IT Project Manager | Southern Grace Clothing | 2021 - 2023

- Implemented ERP system migration with live Shopify sync
- Introduced digital order fulfillment, increasing accuracy by 8%
- Installed new POS systems across physical stores
- Created training documentation and led company-wide software onboarding

Assistant Manager / Regional Project Lead | Jeff Ellis Management | 2019 - 2021

- Hired, trained, and led 200+ staff across TX, TN, and HI
- Maintained 100% client satisfaction for major clients (Disney, Hilton, Marriott)
- Contributed to the launch of an AI-powered drowning detection system, managing teams across the US, Israel, and Russia

Sales Representative | Higher Energy Solutions | 2018 - 2019

- Outperformed sales quota by 67%; top rep every month during tenure

EDUCATION

Abilene Christian University Business & Computer Science | 2016 - 2019

- Sub T-16 Men's Social Club | ACU Men's Lacrosse

REFERENCES

- Taylor Vo, Client Services, Pain-Free Dental Marketing - (469) 968-9994
- Seth Bruce, Head of Operations, Southern Grace - (682) 277-6933
- Connor Russell, Regional Manager, Jeff Ellis - (972) 655-6800