

GUNNAR REYNOLDS

PERFORMANCE MARKETING & CLIENT GROWTH

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\$10M

Annual Google Ads
spend managed

\$432K+

Annualized revenue
15 clients acquired

8x

Advertising portfolio
ROAS achieved

40

Current Client
Relationships Managed

Marketing and client growth professional with **10 years of experience** across paid media, consultative sales, and creative execution. Combines campaign strategy, hands-on production, and executive communication with an **MBA in Marketing** and practical experience building AI-assisted workflows.

PROFESSIONAL EXPERIENCE

D3 CORP

2024–Present

Digital Marketing Manager & Senior Paid Media Strategist | Ocean City, MD

- Manage **\$10M in annual Google Ads spend** and **\$500K+ in annual Meta spend**, leading campaign strategy, execution, and optimization.
- Personally acquired **15 clients** generating **\$36K+ in monthly recurring revenue**, representing **\$432K+ in annualized revenue**.
- Achieved **8x ROAS across an advertising portfolio** and **8.4x ROAS on an individual campaign**.
- Reduced **cost per acquisition by 35% over six months**. Increased **conversion value by 45%** while maintaining advertising spend.
- Lead strategy and relationships for **40 clients** across financial services, hospitality, healthcare, tourism, and retail; present recommendations to executives and a regional bank's **Board of Directors**.
- Led Farmers Bank's five-video "Big Bank Break Up" campaign: **303 reported account-opening conversions, 5,074 link clicks, and 500K+ impressions**; owned scripting, production, and distribution.
- Built **Client DNA**, an AI-assisted workflow that brings brand voice, audience insights, goals, and performance context into client-specific research and content development.
- Direct paid media, SEO, answer engine optimization (AEO), photography, video, design, and copy; selected to design **Old Pro Golf's official 2025 merchandise collection**.

EXPLOREOCMD

2024–Present

Co-Director | Ocean City, MD

- Generated **\$15K+ in YouTube revenue within six months** through livestream monetization and audience development.
- Built audiences of **18K Instagram followers** and **8,000+ YouTube subscribers** through content strategy and livestream development.
- Integrated YouTube livestreams with **OceanCityLive.com**, connecting website and social audiences through cross-platform distribution.

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ADDITIONAL EXPERIENCE

BIG WAVE MARKETING

2022–2024

Marketing Manager | Ocean City, MD

- Managed integrated campaigns for **30+ businesses** while selling Google Ads, Meta Ads, and digital marketing services.
- Designed and launched **6 business websites**, combining SEO, content, and web development to support lead generation.
- Produced photography, video, graphic design, and social campaigns from concept through delivery.

MARYLAND MEDICAL SALES

2022

Orthopedic Device Sales Representative | Baltimore, MD

- Supported orthopedic surgeons and operating room teams during procedures at **Johns Hopkins Hospital**.
- Built physician relationships through consultative selling, technical product expertise, and responsive clinical support.

BAY CRAWLERS CRAB SHACK

2020–2021

Sales & Marketing Specialist | Baltimore, MD

- Developed a **B2B wholesale sales strategy** during COVID-19, opening new channels through restaurant, retailer, and local business outreach.
- Managed prospecting, qualification, customer follow-up, order coordination, and recurring account relationships.

LEADERSHIP AND RECOGNITION

- **Acting Head Coach, Stephen Decatur High School** — led the team to a **2026 Maryland State Championship**; mentored student-athletes and led offseason development.
- **NCAA Honorable Mention All-American** and **three-time offensive captain**, York College Men's Lacrosse.
- **Jack Jaquet Fighting Heart Award** — recognition for perseverance and commitment to team success.

EDUCATION

YORK COLLEGE OF PENNSYLVANIA | York, PA

Master of Business Administration, Marketing | 2022 | **GPA: 3.91**

Bachelor of Science, Sport Management | 2021 | Minor: Marketing

Three marketing internships spanning sales, digital marketing, and business development.

CAPABILITIES AND PLATFORMS

Growth: Paid search and social, campaign strategy, SEO, AEO, performance analysis, account management, consultative sales, pipeline management.

Marketing and CRM: Google Ads, Meta Ads Manager, GA4, Salesforce, HubSpot, Sprout Social, Excel, Microsoft 365.

Creative and AI: Adobe Creative Cloud, DaVinci Resolve, ChatGPT, Claude, Copilot, Higgsfield, Grok; AI research and workflow automation.