

Chad Parker, M.S.

Director of Digital Marketing | Glen Burnie, MD | cparker@audaption.com |
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Professional Summary

Dynamic and results-driven Director of Digital Marketing with over 13 years of experience delivering scalable lead generation and performance marketing programs across B2B, B2C, and B2B2C environments. Skilled in marketing automation, digital transformation, and campaign attribution, with a proven ability to enhance customer engagement and increase revenue. Salesforce Certified Pardot Specialist and Consultant with strong leadership and analytical capabilities.

Core Competencies

- Digital Strategy & Execution
- Lead Generation & Funnel Optimization
- SEO/SEM Strategy
- Marketing Automation
- Marketing Attribution & Analytics
- AI-Driven Personalization
- Salesforce Marketing Cloud & Pardot
- ROI & KPI Performance Reporting

Professional Experience

Beacon
Building
Products

Director of Digital Marketing

Nov 2021 – Present | Herndon, VA

- Developed a marketing attribution model to measure campaign impact across business lines, loyalty programs, private label sales, and seasonal promotions.
- Implemented digital strategies supporting campaigns that influence over 30% of digital revenue.
- Led adoption of AI tools for personalized communication and engagement.
- Oversaw digital ad strategy delivering \$3.56 in EBITDA for every \$1 spent.
- Created KPI dashboards in Salesforce Einstein Analytics for lead tracking and performance measurement.
- Built automated workflows for paid search, email, social, and events.
- Directed SEO/SEM efforts and collaborated with agency partners for content marketing.

CIC Plus

Head of Digital Marketing

Jun 2018 – Nov 2021 | Chicago, IL

- Increased MQLs by 392%, SQLs by 150%, and Marketing Influenced Deals by 178%.
- Directed a full brand refresh with a 40+ page brand guideline document.
- Created automated marketing workflows to boost engagement across digital channels.

CCCIS

Sr. Marketing Analyst

Mar 2017 – Jun 2018 | Chicago, IL

- Boosted paid search ROI by 800% in 3 months.
- Managed Pardot integration and scaled email/advertising campaigns.

WorkForce
Software

Global Digital Marketing Analyst

Jun 2014 – Mar 2017 | Chicago, IL

- Increased lead generation by 1600% year-over-year.
- Led multilingual campaigns across international markets.

jTypes

Digital Marketing Specialist

May 2012 – Jun 2014

- Increased conversion rates by 12% through improved SEO/SEM strategies.
- Designed and launched websites and digital assets.

Armour
College of
Engineering

Communications Assistant

Aug 2011 – May 2012

- Managed social media and university-wide media communications.

Education

Illinois Institute of Technology M.S., Marketing Analytics & Communications (2013–2016)

Illinois Institute of Technology B.S., Business Administration: Marketing Management (2008–2012)

Certifications

Salesforce Certified Pardot Specialist

Salesforce Certified Pardot Consultant