

David Jamison

Digital Marketing Expert | Local Marketing | Growth Marketer | Digital Strategist

 Florida, U.S.

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SUMMARY

Seasoned marketing leader with 15+ years of experience at the intersection of digital strategy, marketing, and content production. Proven success in building and leading multidisciplinary teams across marketing, local search, content strategy, creative production, and operations. Adept at aligning marketing initiatives with long-term growth strategies, leveraging data-driven approaches to foster sustainable results in numerous industries: real estate, local business, medical specialties, sports and finance.

A dynamic, hands-on marketing leader with expertise in delivering performance marketing, crafting innovative go-to-market (GTM) campaigns, and spearheading brand development that resonates across all channels.

CORE DIGITAL MARKETING COMPETENCIES

- Local Search Expert: Google Business, Maps, Reputation, Citations
- Search Engine Optimization. On-Page / Off-Page
- Website & Landing Page Design, Conversion-Centric Focused
- Marketing Automation, CRM & Sales / Marketing Enablement Systems
- Email Marketing, SMS & Automation (AI)
- Social Media Marketing
- Content Marketing. Multi-Channel
- Paid Advertising. Google Ads, Local Service Ads, Facebook Ads, Retargeting +
- Omni-Channel Campaigns. Web, TV, Syndication
- Marketing Tools Integration & Tech Stack Selection & Management

BIG PICTURE / MARKETING LEADER COMPETENCIES

- Developing Highly Focused Marketing Strategies
- GTM Campaign Development
- Brand Development & Design Systems
- Data-Driven Storytelling & Experimentation
- Marketing Budget Management & Fiscal Responsibility

PROFESSIONAL EXPERIENCE

MMT Media Florida (Agency)

Digital Marketing Specialist & Marketing Automation Consultant

2010 – Present

- Spearheaded the development of end-to-end marketing strategies and automation systems, consistently delivering measurable ROI for a diverse client base, including Real Estate, Agencies, Agents, Teams, Investors, Home Services, Medical Specialties, Sports, Coaching and Finance.
- Led cross-functional teams to execute GTM campaigns, content creation systems (YouTube, podcasts, social media), and multichannel nurture campaigns tailored to various industries.
- Managed comprehensive marketing plans, overseeing the full lifecycle from strategy to execution, and integrating data insights to optimize outcomes.
- Built and scaled high-performance teams by recruiting, mentoring, and collaborating with external freelance partners and agencies.
- Key contributor to the success of **The Collective Genius**, driving social media engagement and building a full marketing automation system that increased revenue from \$3M to \$15M+ and expanded the client base from 125 to 550+ members.
- Key contributor to numerous Sports Coaching Websites. Pitching & Hitting Coaches, Online Influencers, Course & Content Creators. Plus have offered white label services to a number of national companies in the advanced sports coaching space.
- Provided white-lable agency services for numerous home services marketing firms over a number of years. From website design to lead-gen, as well as creating sales enablement systems for sales teams focused on prospect to client conversion.
- Collaborated with multiple crypto-related companies to build online presences, develop comprehensive marketing campaigns, and launch successful products in the DeFi space.
- Drove membership sales, executed email and social media campaigns, and integrated data-driven decision-making to support community growth and engagement.

PRIOR EXPERIENCE

Autodesk | Imaginit | Advanced Technology Solutions

Marketing Director & Solutions Provider

- Developed and managed regional marketing initiatives for North America's largest Autodesk VAR. Focused on leveraging marketing automation and strategic partnerships to enhance brand positioning and customer engagement. Involved in Sales & Marketing at a Strategic Level.
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EDUCATION & CERTIFICATIONS

- **B.S.**, University of South Florida
 - **A.S.**, Pinellas Technical College
 - **A.A.**, Pasco-Hernando State College
 - **Certified Business Performance Coach**, The Fletcher Method
 - Certifications in multiple marketing platforms including HubSpot, ActiveCampaign, Keap, and more.
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NICHE EXPERTISE

- **Real Estate Marketing**
 - **Medical Speciality Marketing;** *Botox, Cool Sculpting, Cosmetic Surgery, Stem Cell Therapy +*
 - **Sports Coaching Marketing;** *Baseball, Fitness*
 - **Home Services Marketing System creation.**
 - **Cryptocurrency & DeFi Marketing**
 - **Developer-Focused Campaigns**
 - **Performance Marketing & Data Integration**
 - **Brand Development & Community Building**
 - **Cross-Channel Strategy & Automation**
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Client Showcase:

- **The Collective Genius:** Scaled this real estate mastermind group using comprehensive social media and marketing automation strategies.
 - **Decoding DeFi:** Drove successful product launches and membership growth within the decentralized finance space through multichannel marketing and community engagement.
 - **See Showcase | Portfolio | Completed over 700+ Projects since 2010:** Direct Client Work (or Client-Facing Work) Full Service from Foundation to Lead Gen & Growth, White-Label Work (or Agency-to-Agency Work) <https://davidjamison.com/client-showcase/>
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WHAT I BRING TO THE TABLE

- Seasoned marketing expert skilled in the complete digital marketing lifecycle—foundation building, traffic generation, and conversion optimization. Equipped to handle projects of any scale with a focus on measurable results. Certified “Systems-Focused” Online Presence Development Expert