

TOMMY SAUNDERS

Digital Experience & Media Manager | Performance Marketing | Digital Product

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PROFESSIONAL SUMMARY

Customer-obsessed, data-driven digital marketing leader with 7+ years bridging digital experience and paid media performance across the full funnel — from acquisition to post-login engagement. Owns end-to-end digital experiences and user journeys while planning, executing, and optimizing paid media campaigns and budgets across platforms. Strong background in personalization, A/B testing, analytics, CRM, and cross-functional collaboration, with proven agency-style account leadership and the copy-editing and communication skills to align stakeholders and deliver measurable engagement, retention, and conversion.

CORE COMPETENCIES

Digital Experience Strategy • Paid Digital Media • Performance Marketing • User Journeys & Digital Funnel • Personalization • A/B Testing & CRO • Campaign Management & Budget Pacing • Media Analytics & Reporting • CRM & Lifecycle Marketing • SEM / SEO • Cross-Functional Collaboration • Agency & Stakeholder Management • Project Management • Data-Driven Decision-Making

PROFESSIONAL EXPERIENCE

Windfield Real Estate LLC — *RevOps Strategist & AI Systems Architect* Jan 2026 – Present

- Align digital experience, marketing, and revenue operations into a unified, data-driven model that improves engagement, retention, and conversion.
- Lead AI systems and automation across the marketing funnel, integrating personalization and reporting into planning and execution.
- Partner with leadership to align technology investments with customer-experience and growth objectives.

Crux KC — *Sr. Paid Media Strategist* Dec 2023 – May 2024

- Planned and executed paid media campaigns across platforms for B2B/B2C clients, managing \$200K+ in monthly ad spend and exceeding KPI targets by an average of 16%.
- Monitored campaign performance and reported on key metrics, building a framework across 600+ ad groups that reduced wasted spend by 21% and maximized ROAS.
- Managed media budgets and pacing, flagging discrepancies and optimization opportunities; implemented attribution, conversion tracking, and UTM tagging to reduce CPA by 13%.
- Ran A/B testing and post-campaign analysis to inform continuous improvement.

IntelligentOperations.ai — *AI Solutions Architect (MarTech) & Founder* Apr 2025 – Present

- Architected marketing-automation and personalization systems integrating demand generation and ABM, driving 47% higher engagement and 28% lower acquisition cost.
- Implemented audience segmentation using lead scoring and behavioral triggers, increasing conversion rates by 32% across the digital funnel.
- Built AI-powered content pipelines producing personalized assets across customer-lifecycle touchpoints, cutting time-to-market by 75%.
- Executed SEO and AI-optimization strategy, increasing organic traffic by 65% and improving core web vitals by 38%.

Branson Internet Ventures, LLC — *Senior Product Marketing Manager* Jan 2021 – Jul 2023

- Owned the end-to-end digital experience: led cross-functional teams through UI/UX design, development, and launch of an e-commerce platform processing 7,100+ first-year transactions.
- Orchestrated multi-stage customer-journey campaigns and CMS management with personalized retargeting, reducing booking abandonment by 23%.

- Launched go-to-market strategy using SEM and CRO that drove \$2.6M in new revenue.
- Built daily reporting dashboards and KPI benchmarks enabling data-driven optimization and 17% bottom-line growth.

Windfield Real Estate — *Commercial Real Estate Agent & Marketing Communications Manager* Jul 2018 – Jul 2023

- Developed relationship-based, multi-touch engagement campaigns across the customer lifecycle and managed CRM-driven lead generation and nurturing.

FEWDM — *Founder / Head of Growth Marketing*

Nov 2010 – Dec 2017

- Led multi-channel growth marketing (digital campaigns, national infomercials, trade shows, PR/TV), generating \$1.5M in gross revenue during a peak 90-day period.

EDUCATION

University of Missouri–Columbia — Bachelor's Degree, General Studies (2004–2008) · NCAA Division I Football

CERTIFICATIONS

Google Ads Search & Measurement Certifications • AI-Powered Performance Ads (Google) • Foundations of AI-Powered Search Ads (Google) • LinkedIn Marketing Strategy • LinkedIn Marketing Solutions Fundamentals • HubSpot Sales Software Certified

TECHNICAL SKILLS

Media & Analytics: Google Ads, LinkedIn Ads, Meta/Facebook Ads, SEM, SEO, CRO, attribution modeling, conversion tracking, A/B testing, Google Analytics, media budget management

Experience & Lifecycle: CRM (HubSpot), marketing automation, personalization, customer-journey/funnel design, CMS management, content development

Collaboration: Agency & stakeholder management, cross-functional delivery, project management, copy-editing