


CHARLES F. LIGHTNER


DIGITAL MARKETING LEADER



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Education

B.S. Marketing & Business Management
University of Toledo, OH -1999

Recent Certifications

- Master of ChatGPT Certification – 2026
- Master of Claude Certification – 2026

Marketing Tech Stack

Advertising & Media Buying: Google Ads (Search, Display, Local), Meta Ads (Facebook & Instagram), LinkedIn Ads, TikTok Ads, YouTube Ads, OTT Ads

SEO & Search Optimization: SEMrush, Ahrefs, Screaming Frog, Google Search Console

Analytics & Reporting: GA4, GTM, Hotjar, Looker Studio, Power BI, Swydo, Power Automate

CRM & Marketing Automation: HubSpot, Salesforce, Microsoft Dynamics 365, Mailchimp, Constant Contact, Marketo, Office 365

Web & Development: WordPress, Bluehost, HTML, CSS, Java

Creative & Social Media Management: Adobe Creative Suite, Canva, Sprout Social, Hootsuite

AI & Creative Tools: ChatGPT, Claude, MidJourney

ABOUT ME

Recognized for delivering measurable growth, ROI, and strong brand impact across corporate and agency operations. Excels at end-to-end project execution, leading high-performing teams, and applying creative, solution-focused strategies that streamline processes, enhance brand presence, and drive efficiency.

DIGITAL MARKETING AND STRATEGY

- Performance Marketing Strategy: SEO, AEO & SEM
- Paid Digital Advertising & Vendor Management
- Demand Generation & Revenue Growth
- Conversion Rate Optimization (CRO) & Funnel Performance
- Marketing Automation & AI-Driven Campaign Scaling
- Analytics, Attribution Modeling & KPI Reporting

PROFESSIONAL EXPERIENCE

Director of Digital Marketing | Kelley Kronenberg | Fort Lauderdale, FL | May 2022 – Jan 2026

- Multi-channel B2B and B2C strategies (SEO, SEM, OTT, email, social) → 25% YoY lead growth, +70% LinkedIn engagement, and 125% ROI on PPC.
- Executed internal marketing programs for 500+ employees, achieving 100% NPS, +95% Google, +75% Indeed ratings, and supporting talent acquisition/retention.
- Developed and executed cross-channel content and automation workflows, driving 40% website traffic growth, 30% higher lead-to-client conversion, and stronger overall brand visibility.

Digital Marketing Director / Strategist | Wax Custom Communications | Miami, FL | Jun 2021 – Jul 2022

- Directed multi-channel campaigns for Top 20 healthcare providers; patient recruitment +78% in one quarter, cost per lead -35%, talent recruitment +62%.
- Oversaw content, segmentation, A/B testing, geo-fencing, and retargeting for six-figure campaigns.
- Launched innovative digital initiatives including influencer partnerships and programmatic advertising, generating a 25% increase in qualified leads while reducing acquisition costs.

Digital Marketing Manager | Performance Hospitality Management | Fort Lauderdale, FL | Mar 2020 – Jul 2021

- Led digital marketing across multi-property hotel brands; drove occupancy, events, and dining revenue.
- Critical COVID-era promotion generated record revenue; email database +40%, email revenue +85%
- Executed all marketing functions post-downsizing including activations, budgets, KPI reporting, creative, etc.

Digital Marketing Manager | OGDEN News | Findlay, OH | 2012 – 2020

- Directed digital media for newspapers and radio stations, launching new revenue initiatives and an online relaunch that drove subscriptions, ad growth, and +5,000% referral traffic
- Founded Findlay Digital Design (125+ client accounts-digital products/services), growing digital sales 60% YoY.
- Launched Social Findlay, 24K+ followers, city recognition, and 30% in new digital revenue.

Marketing & IT Manager / Territory Sales Manager | Kramer Ent. Inc. Findlay, OH | 2000 – 2012

- Progressed from Territory Sales Manager (105% revenue growth, 300% territory expansion) to Marketing & IT Manager.
- Designed first company-wide digital marketing strategy; rebranding, and created slogan “Delivering Image.”
- Directed marketing, vendor partnerships, and IT infrastructure for efficiency, scalability, and growth.