Tim Walsh

Marketing Manager

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SUMMARY

Dynamic and results driven Marketing Manager with over a decade of experience spanning digital advertising, brand strategy, CRM management, project management, product launches, and team leadership. Proven track record of building strategic campaigns that drive growth, optimize customer journeys, and strengthen brand presence. Adept at leveraging tools like HubSpot, WordPress, and the Adobe Creative Suite to craft impactful marketing assets for campaigns in both B2B and B2C spaces. Recognized for blending creativity with data-driven insights to deliver measurable results.

SKILLS

- Brand Design (Brand Guidelines, Strategy, Rebranding)
- CRM (HubSpot, Zoho, Salesforce)
- SEO & Funnel Development (Ahrefs, Semrush)
- Social Media Marketing (HubSpot, Hootsuite)
- Print & Digital Asset Creation
- Communications & PR
- AI Workflows
- Campaign Strategy & Execution
- Web Design & Strategy (Wordpress, Framer, Webflow)
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Lightroom)
- Google, Meta, LinkedIn Advertising
- Reporting & Analytics (Power BI, Looker)
- Project Management

PROFESSIONAL EXPERIENCE

Marketing Manager 07/2026 – Present
HART Health Seattle

- Nearly doubled new-account acquisition year-over-year through targeted SEO, content, and outbound campaign strategy.
- Built and lead a comprehensive SEO/AEO program using Semrush — including disavowing hundreds of low-quality backlink domains, technical SEO audits, and keyword strategy — with a recurring performance report delivered to senior leadership.
- Designed and launched a multi-phase outbound acquisition program combining targeted list-building, email marketing, and inside-sales outreach, contributing double-digit new-account wins across several priority verticals within its first two months of launch.
- Architected a new marketing revenue-attribution framework to improve visibility into which channels drive new business, set to roll out in 2027.
- Led the full redesign of hartoutdoor.com in Magento — wireframe through launch — including a branching kit-finder quiz and product gallery, routing all site conversion paths to tracked REI outbound click-throughs.
- Built two web-based tools spanning the funnel — a public ANSI Z308.1 Station Recommender serving as an SEO and lead-gen asset, and an internal sales quoting tool that cut quote-build time by roughly three-quarters — demonstrating the ability to ship both prospect-facing and sales-enablement tools.
- Authored strategic planning and systems-evaluation documents for senior leadership, including SEO, PR, and CRM-modernization proposals, and produced the company's first proactive annual marketing plan.

- Took NorMed's LinkedIn presence from dormant to a steady weekly content cadence, and grew HART Health's to twice-weekly publishing, each tailored to distinct buyer personas (EHS/safety buyers, van-service prospects, distributor prospects).
- Own email marketing strategy and execution across multiple customer and distributor segments, including compliance-driven and customer-retention campaigns.

Marketing Manager 08/2021 – 07/2026

Prosidium Warranty & Capital

- Lead all marketing initiatives across all segments, supporting clients and partners within the US and Mexico markets.
- Develop and execute comprehensive campaigns and sales funnels that align with company growth strategies through designing product, pricing, placement, and promotions.
- Spearhead branding campaigns, including NADA 2024 at The Sphere Las Vegas, which directly led to multiple multi-million dollar client partnerships.
- Oversee content creation, design, reporting, and marketing automation using HubSpot, Canva, InDesign, and more.
- Analyze KPIs and campaign performance while leveraging A/B split testing to inform executive decisions and refine future initiatives.
- Created and executed a multi-channel campaign resulting in the acquisition of a national client group worth $1.5M in annual value.
- Managed department staff and enabled a healthy cross-department process structure, enabling trust and efficiency.
- Reported directly to the executive team for collaboration and budget approvals.

Marketing Coordinator 08/2021 – 01/2023

Prosidium Warranty & Capital

- Created and managed marketing assets across digital and print formats.
- Built and documented scalable marketing processes to support departmental growth and consistency.
- Strategized and executed consumer driven landing pages and maintained front-end website content.
- Launched and managed new segments and workflows, increasing social following by ~250% minimum across channels.
- Assisted in creating new strategies for pricing and promotions.

Founder & Consultant 01/2019 – Present

Stay Impactul

- Support clients with CMS implementation, CRM setup, advertising strategy, SEO, and competitive research.
- Created a web & social strategy for a small business, which directly led to an increase in revenue of $250,000 within 8 months.
- Leveraged AI to build backend portals, payment systems, and scheduling platforms for two dozen clients.

Marketing Volunteer 05/2023 – 2024

Skagit Charity Classic

- Directed key marketing efforts, including developing a startup-style website, launching a social media presence, and managing an advertising campaign.
- Established a partnership with Skagit Regional Hospital's Cardiac Cares program, successfully coordinating a donation of over $100,000.
- Created digital marketing strategy for ticket sales and sponsorship inquiries using multiple channels, content strategies, and audiences.

Marketing Advertising Specialist 01/2021 – 08/2021

Aquadream USA

- Designed and executed campaigns across Google, Meta, and YouTube.
- Managed e-commerce site development and vendor partnerships.
- Drove more than $1M in new revenue through strategic digital ad placement, influencer marketing, and product partnerships.

- Drove COA down by 18% through Google & Meta Ad campaigns.

Bellingham Fitness 2019 – 2021
Marketing & Sales Specialist
- Created and maintained social media advertising channels for brand awareness and sharing quarterly customer incentives.
- Crafted engaging print marketing materials and video content.
- Developed a training product in a new format, leading to $60,000 in additional monthly revenue.
- Designed and managed an advertising strategy using ClickFunnels and technologies such as Zapier, Zoho CRM, Twilio, and Excel.

CERTIFICATES

HubSpot Certifications
Social Media Marketing
Content Marketing
Digital Marketing
Marketing Hub Software

EDUCATION

MBA 2027
Western Governors University

B.S. Marketing 2026
Western Governors University

High School 2012
West Seattle High School