

Jason Jennings

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Professional Summary

Digital Marketing Professional with 17+ years of expertise creating data-driven ecosystems that enhance visibility, attract qualified audiences, and deliver measurable results. Founder of Traffic By Design, focused on SEO, paid media, content optimization, and AI-powered growth initiatives. Accomplished speaker on traffic generation and digital acceleration, known for building strategic frameworks, guiding collaborative teams, and aligning marketing efforts with core business goals.

Core Competencies

- Digital Strategy: SEO, PPC, analytics, conversion optimization
- Content Systems: AI-driven content, keyword mapping, UX optimization
- Marketing Automation: HubSpot, Mailchimp, data segmentation
- Leadership: Team development, project management, C-suite collaboration
- Analytics & Insights: Google Analytics, Tag Manager, Data Studio, Search Console
- Brand Growth: Local SEO, reputation management, customer journey design

Professional Experience

Traffic By Design | Founder & Digital Marketing Coach

Chandler, AZ | 2023–Present

- Developed and implemented five-phase Traffic By Design Framework to optimize and grow digital presence with data-driven strategy
- Led conversion strategy, technical SEO audits, content and paid media campaigns, and brand credibility initiatives
- Delivered end-to-end marketing strategies for SMBs using AI-powered keyword research and content generation
- Coached clients on campaign setup, analytics dashboard management, and reporting
- Managed multiple client accounts, balancing strategic direction and hands-on implementation across Google Ads, Meta, and YouTube

Garden Springs LLC | Director of Special Projects

Mesa Arizona | 2025 (Contract)

- Designed Shopify websites focused on user intent and conversion optimization
- Led SEO and PPC strategy, integrating AI-based content/technical optimization to improve organic search visibility
- Conducted ongoing keyword research, link building, and data analysis for marketing direction

American Association of Critical-Care Nurses (AACN) | Marketing Strategist

Remote | 2023–2024

- Directed digital transformation and audience engagement initiatives
- Implemented HubSpot (B2B) for lead nurturing, member retention, and funnel automation
- Managed paid advertising campaigns and optimized the Google Ad Grant program to maximize reach and conversion for nonprofit initiatives
- Delivered strategic reports for executive decision-making on marketing ROI

Science Care Inc. | Director of Marketing

Remote | 2021–2023

- Managed seven-figure marketing budget for SEO, PPC, and content campaigns
- Launched HubSpot marketing automation for B2B lead generation
- Enhanced brand visibility in regulated healthcare markets

Glidewell Dental Laboratories | Digital Marketing Manager

Irvine California | 2014–2021

- Directed 14-person marketing team, managing 20+ global digital properties
- Oversaw multimillion-dollar ad budgets (Google, Facebook, LinkedIn)
- Improved conversion rates and analytics through segmentation and automation
- Built and launched 20+ websites optimized for brand growth, eCommerce, and digital publishing.

TEK Systems | Web Development/Marketing Contractor

Riverside California | 2008–2015

- Built UX-focused websites and applications for healthcare/technology clients
- Created interactive content and web systems to boost engagement and conversion

Education & Certifications

- Rutgers University, Master's Coursework, UX & UI MicroMasters Program
- Google (Coursera), Digital Marketing & E-Commerce Professional Certificate
- Adobe Certified Professional, Visual Design Using Adobe Creative Suite