

DARIUS HILL

Growth Marketing | Director | Performance & Digital Strategy Leader

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PROFESSIONAL SUMMARY

Growth marketing leader with 10+ years of experience driving revenue, profit, and conversion through performance-led digital marketing systems. Passionate about turning media, storytelling, and data into scalable growth engines that improve acquisition efficiency, conversion rates, and ROI. Known for a profit-first, ROAS-driven mindset paired with rapid testing, analytics, and cross-functional leadership.

AREAS OF EXPERTISE

Creative Direction & Production: Developed creative strategies that maintained a consistent brand voice across multiple platforms.

Video Editing & Post-Production: Produced and edited videos brand-consistent content in optimized horizontal and vertical formats for web and social media platforms.

Platform Strategy & Management: Designed and implemented data-driven content strategies and used trends to boost engagement across TikTok, Instagram, X, and Facebook.

Client & Team Leadership: Collaborated with internal and external vendor teams to produce content from ideation to delivery.

EXPERIENCE HIGHLIGHTS

- Delivered content campaigns for major brands including **Rogers Electric, Fulton County, 85 South Media, Aristotle Investments, Progress Georgia, UNCF.**
- Produced over 100+ short-form videos that increased client engagement
- Directed and managed the team producing an English- and Spanish-language commercial series that expanded reach among Georgia voters.
- Built and sustained online communities with consistent visual storytelling and timely interactions

PROFESSIONAL EXPERIENCE

Head of Content & Growth Strategy

Content GA | Decatur, GA [2019 - Present]

- Built and led performance-driven marketing and content strategies supporting lead generation, conversion, and revenue growth across multiple industries.
- Partnered with Rogers Electric's Safety Department to develop a video-based safety and training campaign that easily saved the company high six figures in travel costs while cutting onboarding and training timelines by weeks during the COVID-19 pandemic.
- Spearheaded video advertising for the Georgia Voter Guide, a centralized digital platform increasing voter awareness and statewide engagement.
- Generated increased inbound leads for a commercial real estate owner through two sub-30-second TikTok videos and optimized leasing messaging, resulting in three new tenants secured.
- Leveraged paid distribution, short-form video, and streamlined messaging grounded in hands-on expertise across film, photography, and editing in order to improve lead quality, conversion efficiency, and marketing ROI across social platforms and real-world events.
- Collaborated directly with executives, cross-functional teams, and external partners to align marketing strategy with business objectives.
- Performance Tracking – Analyze content performance metrics and provide strategic recommendations to improve engagement and ROI.
- Team & Workflow Management – Create efficient content pipelines, delegate tasks, and oversee deadlines to ensure timely and quality delivery to clients.

Creative Director and Studio Manager

Forever Clear Media | Decatur, GA [2017 - 2019]

- Directed digital content and marketing initiatives aligned to brand growth, lead generation, and performance goals.
- Managed timelines, budgets, vendors, and creative execution while maintaining high operational efficiency.
- Coordinated all aspects of production logistics, including scheduling, client negotiations, insurance, and talent management, maintained smooth operating environment.
- Supported talent development by coming up with original content for their social accounts, which optimized their opportunity to bring in more revenue as an influencer.

SELECTED BRANDS

- Rogers Electric • Fulton County • 85 South Media • Aristotle Investments • Progress Georgia • UNCF

EDUCATION

- Bachelor of Arts in Digital Filmmaking & Video Production
- Associate of Arts in Video Production

TOOL & PLATFORMS

- Google Ads • Meta Ads • Analytics & CRM Platforms • SEO Tools • Video & Digital Media Platforms • Adobe Creative Suite • AI-Driven Marketing Tools



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COVER LETTER

I am excited to apply for your Marketing position I found on [Indeed.com](https://www.indeed.com) today. This opportunity strongly aligns with my background as a growth focused marketing leader who blends performance marketing, analytics, and storytelling to deliver profitable, scalable results. Over the past decade, I have built and led digital growth engines for brands across multiple industries that drove audience acquisition, lead generation, conversion, and long-term brand equity. My experience spans paid search (including emerging AI-driven search applications), paid social, SEO/AEO, video, and omni-channel campaigns designed to move consumers seamlessly from awareness to online and in-store action.

What excites me most about this role is the opportunity to help reinvent and modernize your brand experience . I bring a builder's mindset that's comfortable testing quickly, learning fast, and refining strategy through data. I have led production teams and agency partners, partnered closely with executives, and translated complex performance data into clear growth strategies aligned with revenue, profit, and customer experience. I am highly analytical yet deeply creative, understanding that modern growth marketing requires both precision measurement, compelling brand storytelling, and consistency. Whether leveraging CRM insights to improve efficiency, developing multi-year digital roadmaps, or aligning cross-functional teams around a unified growth vision, I thrive in environments that demand speed, collaboration, and results.

I understand how quickly marketing channels, platforms, and consumer behaviors evolve. The strategies I apply today are grounded in what is actively driving results across industries right now. Video, photography, story telling, and performance marketing are being used right now to generate demand, improve conversion, and reduce internal costs by streamlining training and communication.

I would welcome the opportunity to bring my growth mindset, leadership experience, and results-driven approach to the team ASAP. I normally work on a contractual basis for many brands, but I'm always open to permanent placement with any team. I look forward to the possibility of elevating the brand and business to even higher success.

Sincerely,
Darius Hill

