

ASHBY HENNING

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Senior Paid Media Strategist | Marketing Technology, Automation & Funnel Development

SUMMARY

Paid media strategist who builds the systems underneath the campaigns — tracking and attribution, CRM automation, conversion funnels, and AI-assisted tooling. Works across a broad portfolio of regional service businesses, from roofing and contracting to multi-location dental. Usually the one who figures out why something isn't working, and who learns whatever the fix requires.

EXPERIENCE

GRO Evansville, IN

Director of Advertising Jun 2024 – Present

- Helped build the agency's paid advertising service line from its first client into a **seven-figure annual revenue business** — pitched and ran the earliest accounts, then moved into the market research, audits, and strategy recommendations behind new-client proposals.
- Manage a rapidly growing portfolio of **60+ concurrent accounts** — regional roofing and contracting firms, multi-location and high-end cosmetic dental practices, and local service brands in between — across Google, Meta, YouTube, TikTok, LinkedIn, Amazon, and streaming/CTV.
- Grew a multi-location dental group from 40 to **90+ new patients per month in six months** on \$10K monthly spend — a 5x return at \$1,000+ realized value per patient, measured to booked revenue rather than form fills.
- Own the measurement stack: server-side tagging in Google Tag Manager, Meta Conversions API and Datasets, GA4 event architecture, and AI-transcribed call tracking for cross-platform attribution.
- Build GoHighLevel automation systems — multi-step nurture workflows, drip and reactivation campaigns, pipeline logic, phone verification, and AI voice agents — sold as billable client services.
- Develop conversion funnels and landing pages in WordPress, Bricks Builder, and Elementor, building the pages, tracking, and CRM handoff as one connected system.
- Serve as the team's troubleshooter for tracking that won't fire, funnels that won't convert, and client CRMs nobody can untangle; most of what I know technically, I learned because a client needed it solved that week.
- Built AI-assisted internal tools for budget pacing, performance flags, live account insights, and proposal generation, cutting clerical and reporting workload from half the week to under a fifth — most of it started as someone else's bottleneck.
- Trained three account managers and a rotating intern program, and wrote the documentation and QA standards the department runs on.

Client Success Manager Sep 2023 – Jun 2024

- Owned retention, reporting, and bottom-of-funnel lead generation strategy for a mixed portfolio while helping shape the agency's first structured paid media offering and learning the delivery stack.

Marketing Consultant Jun 2023 – Sep 2023

- Joined one month after graduation in an inbound and outbound sales role — running SEO audits, pitching custom web, social, and search engagements, and managing the accounts I closed.

TECHNICAL

Analytics & Tracking GA4 event architecture, Google Tag Manager (client- and server-side), Meta Conversions API & Datasets, offline conversion imports, cross-platform attribution, AI call transcription

CRM & Automation GoHighLevel (multi-step workflows, drip and reactivation sequences, pipeline logic, phone verification, AI voice agents)

Web & Funnels WordPress, Bricks Builder, Elementor, Shopify, landing page development, conversion rate optimization

Advertising Google Ads, Local Services Ads, Meta Ads, TikTok, LinkedIn, Amazon PPC, Disney Campaign Manager, streaming/CTV; Meta Blueprint coursework

AI Claude & Claude Code, ChatGPT, Gemini — AI-assisted development of internal tools and workflow automation

EDUCATION, CERTIFICATIONS & COMMUNITY

University of Southern Indiana Aug 2019 – May 2023

B.S., Business Administration and Economics. Men's Rugby, four-year player; Club Treasurer, 2022–2023.

Certifications Google Ads Search, Measurement, Video, and Analytics IQ; Anthropic Claude developer and AI fluency courses.

Community Advertising Coordinator, River City Rodeo (2024–2025); involved with the Evansville Chamber of Commerce.