

# KELLAN J. ADAMS

## Digital Marketing Strategist — Performance, Creative & AI-Powered Systems

Full-funnel performance marketing, creative strategy, and server-side tracking that turns ad spend into measurable revenue.

### EXPERIENCE

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#### Kellan & Co. *(Remote)*

April 2019 – Present

##### Founder & Lead Strategist

Full-service performance marketing, creative strategy, analytics, and AI-powered automation for ecommerce and high-growth brands. Selected freelance and retained client outcomes below.

##### Landowner Wealth Fund — Investor Acquisition (Paid Media + Tracking)

- **8.1x ROAS** driven through high-intent retargeting and a full-funnel investor acquisition strategy.
- **32% CPA reduction** with increased downstream ROAS via creative and audience optimization.
- **240+ Meta leads at \$4.64 CPL** plus 227+ leads at \$28 CPL across investor campaigns.
- Built a 2-stage funnel (LPV → retargeting) converting low-cost traffic into high-value qualified leads.
- Implemented Meta Pixel, server-side CAPI, GTM, and GA4 — capturing 5.1K+ events in 28 days with improved attribution accuracy.
- Aligned creative with ROI-driven messaging (15–17% returns positioning) and scaled top performers 2–3x in budget.

##### BeMo Academic Consulting — Lead Generation + Attribution

- **40% increase in total leads** while lowering CPL by 25% through creative and audience optimization.
- **2.5x ROAS improvement** following a full Meta CAPI audit and tracking remediation.
- Tested/validated 6+ creative angles (ROI, urgency, trust, problem/solution) and scaled winners 2–3x.

##### Agency-Wide

- Scaled paid campaigns across Meta, TikTok, and Google for multiple clients while maintaining ROAS-positive performance.
- Designed multi-channel conversion systems (Meta, Google, TikTok, email) and trust-driven assets achieving up to 24% CVR.
- Implemented AI-driven marketing funnels supporting a \$30M+ annual client portfolio.
- Translated complex offers into clear, high-converting messaging across luxury, real estate, crypto, and education verticals.

#### S&M Solutions *(Remote)*

June 2024 – August 2025

##### Marketing Manager

Led full-funnel strategy and execution for two fast-growing online learning platforms across paid, organic, email, and analytics.

- **139 leads at \$7.40 CPL** while scaling spend, and 195 high-intent leads in 7 days at \$15 CPL (13.8% CVR) via TikTok.
- **35.5% CTR and \$2.21 CPA** on Google Search; achieved \$0.79 cost per landing-page view.
- Built automated funnels (Meta → Make.com → Mailchimp) generating consistent daily lead flow.
- Implemented Meta CAPI + GTM for server-side tracking, improving attribution accuracy and ROAS visibility.
- Built GTM infrastructure with custom event tracking synced to GA4 — scaling to 1.1M+ page views across platforms.
- Managed campaigns across Meta, Google, TikTok, YouTube, and LinkedIn; scaled YouTube to 158K+ views and 2,400+ watch hours.
- Produced high-performing ad creative using Canva AI and Freepik AI across seasonal campaign calendars.

## Unicoïn (Remote)

April 2023 – September 2023

### Real Estate Coordinator

Drove lead generation and sales execution for Unicoïn's 140% Real Estate Program.

- **27% increase in investor inquiries** and 42% engagement growth through targeted content and outreach.
- Generated 30–40 warm leads monthly via targeted outreach and CRM management (Pipedrive).
- Contributed to a \$15M property pipeline through high-conversion outreach and support strategy.

## Team Blair Tahoe Tahoe City, California

January 2022 – August 2022

### Marketing Coordinator

Managed marketing and content execution for a high-volume luxury real estate team.

- **2.4x engagement and 3.8x saves** through a refined content strategy across social channels.
- Directed social strategy for 10 agents, contributing to \$90M in sales per quarter.
- Produced 5+ video assets weekly and ran Meta ad campaigns that expanded audience reach.

## Tahoe Real Estate Advisors Truckee, California

January 2020 – February 2022

### Marketing Director

Directed all marketing — web, email, social, and content strategy.

- Grew social following 75% YOY and achieved 65%+ open rates on bi-monthly email newsletters.
- Produced SEO-optimized blog content driving a 40% traffic increase and 25% lift in qualified inquiries.
- Managed Squarespace site including IDX property integrations and design updates.

## EDUCATION

University of Nevada, Reno January 2005 – January 2007

B.A., Journalism — Minor in Political Science

## PROFESSIONAL SKILLS

- **Ad Platforms:** Meta Ads Manager, TikTok Ads, Google Ads, YouTube, LinkedIn
- **Analytics & Tracking:** GA4, Google Tag Manager, Meta Pixel & CAPI, server-side tracking, custom event implementation
- **Performance Marketing:** Full-funnel strategy, ROAS optimization, A/B testing, retargeting, CPA/CPL reduction
- **Funnels & Automation:** Make.com, Mailchimp, Zapier, segmentation, flow design, 2-stage funnel architecture
- **AI & Design Tools:** Claude, Claude Code, Canva AI, Freepik AI, Adobe Creative Suite
- **Content Strategy:** SEO copywriting, creative angle testing, blog development, full-funnel social content
- **Web Platforms:** Squarespace, Wix, WordPress, IDX integration
- **CRM Systems:** HubSpot, Salesforce, Pipedrive
- **Project Management:** Asana, Monday.com
- **Certifications:** Claude 101, Claude Code 101, Introduction to Claude Cowork, AI & ChatGPT for Content Creation (Skillshare)