BILLY SCHLOTTER

@ hello@billyschlotter.com /billyschlotter

15+ years in marketing across paid media, email, analytics and operations. I start with the data: fix the measurement, find where budget leaks, then build systems a team can run. I've led agency teams, helped hire and train a paid media team and mentored new hires into account owners. I come from graphic design, so I can brief and QA creative myself.

EXPERIENCE

Northland Companies » Marketing & Operations Manager ..... Jun 2026 to Present

Run digital marketing operations and measurement for Northland Motorcars and Northland Auto Services, coordinating content calendars and cross-team priorities.

» Built a 90-day combined marketing plan and budget across both brands, sequencing organic, community and paid work.

» Built an SEO content program from the ground up on a recurring editorial calendar covering research, writing, review and publishing.

» Built out measurement across GA4, Search Console, GTM and Google Business Profile, giving leadership shared visibility into performance.

» Traced inflated GA4 page-view data to duplicate GTM tags, corrected them and annotated the affected reporting window.

» Build customer lists and email campaigns in DealerSocket CRM, including a post-sale program connecting dealership and service customers.

Cufflinks.com » Marketing Revenue Operations Specialist (Engagement) ..... Feb 2026 to Mar 2026

Hired direct after leading the account at Wake Creative to own Shopify Plus, Klaviyo and the promotional email calendar for a national licensed eCommerce brand (Disney, Star Wars, Marvel collections).

» Re-engaged 30K+ contacts in 6 weeks, hitting send targets on schedule.

» Lifted open rates from an inconsistent 3 to 40% to a consistent 50 to 60%.

» Migrated email from Mailchimp to Klaviyo with no inbox degradation, then retooled the abandoned cart, welcome and browse abandonment flows.

Wake Creative » Director of Operations & Marketing ..... Apr 2024 to Feb 2026

Led marketing strategy and day-to-day operations at a boutique digital agency, managing proposals, budgets, timelines and delivery across a portfolio of client accounts.

» Scaled a DTC client's paid media from 1.04x to 2.29x ROAS while spend came down 36% and revenue grew 42%.

» Cut cart abandonment 42%, from 36.1% to 20.9%, through email flow restructuring and segmentation in Klaviyo, contributing to $121K+ in tracked revenue.

» Led 2 to 3 people per project through 1-on-1s and owned relationships with freelance partners, bringing new ones up to speed.

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EXPERIENCE CONT.

KeyMedia Solutions » Data Services Manager · Marcomm Manager · Digital Strategist....Oct 2021 to Feb 2024

Planned and bought media across Google Ads, The Trade Desk, Meta and programmatic for clients in healthcare, SaaS and financial services ($340K+ in 2022 spend).

» Carried about 90% of client accounts for 4 to 5 months during a team transition and hiring period, overseeing the rest of the team's work.

» Sat on the leadership team: helped set hiring priorities, interviewed candidates and led the search for a new Ad Ops manager, then trained them as their right hand.

» Onboarded and mentored the first new hire through weekly 1-on-1s and led the team's weekly L10 meetings on EOS.

» Built the Looker Studio reporting infrastructure used to brief stakeholders across the whole client portfolio.

The C-Suite Network » Digital Marketing Manager..... Apr 2017 to Oct 2021

Sole marketing operator for a national B2B executive networking organization, owning strategy and execution across email, SMS, social, print, web and events, including the graphic design in Adobe Creative Cloud.

» Designed and ran an outbound program that signed 10 to 12 new podcasts in six weeks, then built it into a repeatable system handed off to the podcast team.

» Grew and maintained a 60K+ contact database and owned every send across 5 newsletters and behavior-based event flows.

PROJECTS

AI Assistant & Automation Stack » Self-built, self-hosted, powered by Claude

Built a personal AI assistant and automation system that takes on the mechanics of marketing work (reporting, research, monitoring, publishing) so my time goes to strategy and testing.

» Run 47 active workflows on a workflow automation platform, like Zapier or Make, connecting Notion, WordPress, Google Search Console and Discord for SEO reports, content routing and failure alerting.

» Run 19 role-specific Claude Code agents with written SOPs and a logged audit trail for every autonomous action.

CAPABILITIES

Marketing Strategy & Planning · Paid Media Management · Email & Lifecycle Marketing
Analytics & Measurement · Conversion Tracking & Attribution · SEO & Content Programs
Marketing Operations · Team Leadership & Mentoring · Budget Management
Marketing Automation

EDUCATION

AAS Digital Media Production
Southeast Tech

AAS Graphic Communications
Southeast Tech