



Collin Nelson

STRATEGY • STORYTELLING • IMPACT

PROFESSIONAL SUMMARY

Marketing systems architect who translates complexity into clarity. I diagnose what undermines growth—fragmented workflows, disconnected systems, confusing experiences—and build operational infrastructure that makes everything work better. I develop people who execute independently, create frameworks that scale beyond my involvement, and solve problems at the intersection of empathy and efficiency.

EXPERIENCE

Freelance Marketing Consultant

Collin Nelson Consulting | Keizer, OR (remote) | Jan 2020 – Present

- Partner with small businesses as fractional marketing lead for paid media strategy, conversion optimization, and digital execution, with a focus on digital advertising, social strategy, website optimization, and brand presence. Projects range from one-time audits to full execution across web, ads, and social
- Built [rglmoregon.com](#) from scratch for Royal Garden Lawn Maintenance, designing and writing the entire site, optimizing for local SEO, and implementing a high-converting estimate request form; helped grow customer base by 120% and enabled owner to expand staff
- Managed Google Ads and Meta campaigns for small service providers, improving clickthrough rates and lead volume through targeted audience segmentation and creative testing
- Provided advertising and social media strategy consulting to solopreneurs and nonprofits, offering actionable audits, content plans, and low-budget growth recommendations
- Delivered ongoing website updates, content refreshes, and UX improvements on platforms including Wix, WordPress, and Shopify
- Supported social media execution for clients needing help with consistent posting, scheduling, and engagement across Facebook and Instagram

Channel Marketing Manager

AliveCor | Mountain View, CA (remote) | Jun 2024 – Dec 2024

- Restructured paid media across Google, Meta, Amazon, improving ROAS from 0.85 to 1.47 (73% lift) while managing \$250K+ monthly budgets
- Established creative testing framework coordinating 20–50 monthly assets, turning reactive management into predictable workflows
- Built attribution infrastructure connecting offline and digital efforts for reliable performance visibility
- Achieved 8.5+ ROAS on Amazon; contributed to 15% YoY revenue growth

CONTACT INFO

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CORE CAPABILITIES

Systems & Strategy

Customer journey design • Workflow optimization • Marketing automation • Cross-functional alignment • Process documentation

Analytics & Performance

GA4 • Attribution modeling • ROAS/CPA optimization • Performance dashboards • UTM tracking

Leadership

Team development • Strategic planning • Vendor management • Stakeholder coordination • Bottom-up leadership • Transformational leadership

Content & Messaging

Brand positioning • UX collaboration • SEO strategy • Plain-language content • Conversion optimization

HOW I CREATE IMPACT

I translate complexity into clarity

- Turning convoluted systems into human-centered experiences
- Simplifying healthcare and technology products
- Making technical processes approachable

I build structure from chaos

- Designing sustainable workflows
- Creating reusable frameworks
- Streamlining fragmented processes

I develop people and multiply impact

- Building team capability through coaching
- Creating environments where people make confident decisions
- Balancing strategic leadership with hands-on execution

I restore trust through alignment

- Bridging emotional connection with operational rigor
- Aligning cross-functional teams
- Humanizing corporate communication

Marketing Manager

Salem Health | Salem, OR | Jun 2021 – Jun 2024

Leadership & Team Development

- Developed an analyst from basic Google Analytics user to multi-platform expert managing Meta, Google, Pinterest, Spotify campaigns and creating executive insights
- Grew an entry-level generalist into content strategist leading complex projects including complete OB/GYN clinic overhaul
- Established coaching cadence enabling autonomous decision-making; delegated execution to focus on higher-level strategic wins
- Served as strategic lead for department campaign work, developing plans executed across team while maintaining quality through hands-on copywriting and creative direction

Systems & Operational Impact

- Generated 40% increase in qualified leads by redesigning bariatric surgery journey, from paper chaos to digital experience, reducing incomplete submissions to near-zero and increasing surgeries 50% in nine months
- Simplified cancer center from 70+ pages to under 20, improving navigation and brand credibility
- Led cardiology clinic launch reaching all volume goals in competitive market
- Created email automation achieving 86% open rates
- Operated as consultant to six service lines, meeting with clinic leadership and physicians regularly

Marketing Generalist

Salem Health | Salem, OR | Mar 2019 – Jun 2021

- Increased MyChart adoption from 17% to 36% through plain-language education and mobile-first design
- Generated largest adoption spike with email achieving 80%+ open rates, 70%+ CTR
- Partnered with IT to establish single source of truth, improving consistency
- Achieved top Google rankings for key health topics through SEO content

Marketing Manager

The Math Learning Center | Salem, OR | Mar 2015 – Mar 2019

- Transformed catalog into fully functional e-commerce platform, generating \$2.6M incremental revenue and reducing customer service call volume by 40%
- Tripled qualified conference leads within one year through strategic event optimization, digital capture systems, and automated follow-up
- Led organizational presence at 15+ national educational conferences annually, managing end-to-end logistics from vendor coordination to sales handoff
- Improved website UX and customer workflows to reduce purchasing friction

EDUCATION

B.S. Business Administration

Utah Valley University

A.A. Oregon Transfer Degree

Mt. Hood Community College

EARLIER EXPERIENCE

Marketing Communications Manager

Institute for Professional Care Education | 2014–2015

- Increased webinar attendance 70% and drove 30% sales growth by launching continuing-education webinars and lifecycle email campaigns for small healthcare business owners
- Ran 1–3 segmented email campaigns per week, boosting open rates 45% and click-through rates 60% through subject line testing and audience targeting
- Partnered with sales to build personalized nurture sequences around new courses and compliance updates, turning routine communication into consistent lead generation

Marketing Manager

Torque Solutions Group | 2013–2014

- Developed a retention-focused SaaS strategy and onboarding program that improved platform adoption and made renewal conversations easier for the sales team.
- Identified the gap between dealership executives (buyers) and parts departments (end users), then launched email onboarding and training campaigns with simple tips and how-tos to drive day-to-day usage.
- Operated as a one-person marketing function in a 4-person startup, owning messaging, email campaigns, referral programs, and performance tracking to tackle high churn

Market Research Analyst

ClearlyRated | 2011–2013

- Delivered customer satisfaction insights for staffing and job board clients that informed national retention and account-growth strategies.
- Designed NPS and satisfaction surveys and analyzed large datasets in Excel/SPSS, turning findings into clear, story-driven decks for executive client presentations.
- Built reusable reporting templates and contributed analysis for “Best of Staffing” and “Best of Accounting” award programs, improving consistency and speed across research projects.

Assistant Product Manager

Morinda | 2009–2010

- Supported product launches generating \$12M+ first-year revenue through market research, product positioning, and cross-functional launch coordination.
- Coordinated packaging, labeling, and marketing collateral for multiple weight-management and supplement SKUs so creative, regulatory, and production teams stayed aligned and on schedule.
- Researched competitors and consumer trends to propose two new prebiotic and probiotic supplements that were approved for development and brought to market.