# DUSTIN DELING

## PAID MEDIA & SEO MANAGER

Minneapolis, Minnesota | dustin.deling@me.com | LinkedIn

### PROFESSIONAL SUMMARY

Results driven paid media leader with 12 years directing SEM, SEO, Paid Social and CRM programs across ecommerce, B2B, B2C, and local verticals. Combines hands on analytics and rigorous A/B experimentation with AI driven workflows to improve ROAS, reduce CPA, and scale channel performance. Partners with cross functional and senior stakeholders to translate performance insights into strategy and measurable, repeatable growth.

### WORK HISTORY

**Paid Media & SEO Manager, The Minnesota Star Tribune** *Aug 2024 to Present*

*Minneapolis, MN*

- Own strategic and budget oversight for 100+ paid media accounts totaling $9.5M in spend, translating business objectives into channel strategy, pacing, and portfolio level optimization.
- Direct a team of 7 SEM and SEO specialists, providing strategic guidance, mentorship, and performance governance across a matrixed organization.
- Hired a new SEO Lead and revamped the service offering, driving 40% YoY revenue growth.
- Built a business economics discovery framework and conversion tracking methodology that connects ad spend directly to real revenue and margin, not just platform reported leads.

**Director of Digital Marketing, NordicClick** *Aug 2022 to Aug 2024*

*Minnetonka, MN*

- Restructured a winery client's Google Ads campaigns around a Target ROAS model tied to onsite Winery Visit conversions, doubling tasting room visits YoY and increasing tracked revenue by 95% YoY. Case study
- Directed cross functional teams through planning and execution of marketing initiatives, ensuring alignment with business goals and timelines.

**Digital Marketing Manager, Shift7, Merkle Company** *Nov 2021 to Jun 2022*

*Chicago, IL*

- Launched an Adobe Target proof of concept pilot to enable personalization and continuous optimization, resulting in a 44% increase in website engagement.
- Successfully planned and executed the first mobile app analytics implementation using Adobe Analytics, enabling end to end user behavior tracking.

**Digital Marketing Manager, DecksDirect** *Apr 2021 to Oct 2021*

*Plymouth, MN*

- Led Google Shopping feed integration, generating $150,000 in incremental weekly revenue.
- Directed SEO strategy that achieved number one market share for decking related search terms, outperforming The Home Depot, Lowe's, and Menards, and produced the most page one keyword rankings in company history.
- Directed end to end digital marketing strategy, providing strategic direction and coaching to internal team members and agency partners across the full customer journey.

### ADDITIONAL EXPERIENCE

**Founder, Lead Strategist | The Local Demand** *2015 to 2021*

**Paid Media Manager | Voro Digital** *2018 to 2020*

**Digital Marketing Manager | Windmill Strategy** *2020*

**Sr. Digital Strategist | Modern Climate** *2018*

**Sr. Digital Strategist | PARQA Marketing** *2017 to 2018*

**Sr. Digital Marketing Specialist | Perrill** *2015 to 2017*

**Digital Marketing Associate | Revo Brand Group** *2014 to 2015*

*Selected accomplishments across earlier roles include:*

- Improved paid search measurement with call tracking, resulting in 1,699% ROAS for new patients. Case study
- Increased a client's monthly organic traffic by 162%. Case study
- Led and mentored a team of 5 planners and analysts.
- Created an A/B testing plan for Facebook ads that improved conversions by 28%.
- Founded and led The Local Demand, driving $1.5M in first year revenue for client Core Exteriors, with continued YoY growth over the following two years.
- Generated 171 incremental leads at a 38% conversion rate through a thought leadership lead generation campaign.
- Directed a paid campaign for Cargill's Nutrena brand, resulting in 285,652 brand impressions and 3,616 visits with a 22.7% conversion rate.
- Built and presented 6 month SEO roadmaps for a portfolio of up to 20 accounts, running competitive analysis to guide strategy and leading client meetings and reporting through implementation.
- Grew 50 Campfires' monthly social reach to more than 3 million while producing 50+ SEO focused articles.
- Managed PPC campaigns with budgets as large as $100,000 a month, and developed and taught a complete digital marketing training program for junior specialists, building internal process documentation across SEO, PPC, Google Analytics, CRO, email, content, and landing pages.
- Helped Core Exteriors become one of the fastest GAF Master Elite contractors in GAF history.
- Led the consolidation of 190 websites into a single domain for RAYUS Radiology, launching a unified, measurable brand site experience.

## EDUCATION

Minnesota State University, Mankato

B.S., Communication Studies, Psychology

## CERTIFICATIONS

- Google Ads (Search, Display, Video, Shopping)
- GA4
- Google Tag Manager
- Microsoft Ads
- PPC Mastery, AI Agent Challenge
- Web Fundamentals, Codeacademy
- HubSpot (Inbound Cert, internal CRM workflows)
- Hootsuite
- Microsoft Excel Certification

## AREAS OF EXPERTISE

SEM • SEO • Paid Social • CRM • GA4 • CRO • A/B Experimentation • Budget Pacing • AI Driven Workflows
Google Ads • Adobe Target • Adobe Analytics • Google Shopping • SEO Strategy • Meta Ads • Paid Search Measurement • Call Tracking • Microsoft Ads • Social Strategy • LinkedIn Ads • Claude Code • Cursor