Trevor Hollis

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My Key Qualifications

- Currently owns digital acquisition and patient engagement campaigns for multiple service lines at **Piedmont Healthcare**, a regional Southeast health system.
- Manages paid search, paid social, display, SEO, and email day to day across **Google Ads, Microsoft Ads, Meta Ads Manager, and LinkedIn Campaign Manager**.
- **Lowered cost per lead 24%** over two quarters by restructuring urgent care and primary care campaigns in Google Ads and Microsoft Ads.
- Raised online appointment-request conversion **from 4.6% to 6.1%** through A/B-tested landing page changes with web and content teams.
- Built recurring **Looker Studio dashboards** on GA4, Salesforce, and campaign-source data, cutting monthly reporting prep by 6 hours.
- Strengthened lead-source governance: correctly attributed CRM leads went **from 82% to 94%** via UTM standards and Google Tag Manager QA.
- Grew **non-brand organic appointment starts 18%** year over year through local SEO work in Google Search Console.

Experience

Digital Marketing Manager — **Piedmont Healthcare**, regional nonprofit health system with hospitals, urgent care, and physician practices

Jan 2023 – Present · 3 yrs 10 mos

- Rebuilt paid search campaign structure for urgent care and primary care markets, lowering cost per lead 24% over 2 quarters by restructuring location campaigns in Google Ads and Microsoft Ads, tightening match types, and reallocating budget by market-level conversion performance.
- Own day-to-day digital programs across paid search, paid social, display, SEO, and email on Google Ads, Microsoft Ads, Meta Ads Manager, and LinkedIn Campaign Manager, driving appointment bookings and qualified patient leads across multiple service lines and Southeast local markets.
- Improved landing page conversion for online appointment requests from 4.6% to 6.1% by partnering with web and content teams on A/B tests for form length, provider CTAs, and mobile page layout.
- Strengthened campaign tracking and lead-source governance across paid and email programs, raising correctly attributed CRM leads in Salesforce from 82% to 94% through UTM naming standards, QA steps in Google Tag Manager, and monthly source audits with operations teams.
- Expanded local SEO support for physician practices and urgent care clinics, growing non-brand organic appointment starts 18% year over year using Google Search Console insights on location-page metadata, internal linking, and content priorities.
- Built recurring Looker Studio dashboards combining Google Analytics 4, Salesforce, and campaign-source data for service-line leaders, cutting monthly reporting preparation time by 6 hours. Also review agency recommendations, creative, and pacing against service-line goals.

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Performance Marketing Specialist — **RaceTrac**, a regional convenience store and fuel retailer

Nov 2021 – Dec 2022 · 1 yr 1 mo

- Ran paid search, paid social, and display campaign execution for promotional and app-acquisition programs, coordinating landing page and promotional updates with ecommerce and creative teams.
- Optimized app-acquisition campaigns across Google Ads and Meta Ads Manager, cutting cost per app signup 19% by refining audience exclusions, testing creative variants, and shifting spend toward higher-converting campaigns.
- Supported a landing page A/B test for a seasonal loyalty promotion with web and creative teams, testing CTA copy and simplifying the form flow to lift conversion rate from 7.2% to 8.5%.
- Standardized KPI templates and connected Google Analytics data exports into Looker Studio, improving reporting consistency and cutting manual spreadsheet updates by 4 hours per week.

Education

- **University of Georgia** — Bachelor of Business Administration in Marketing · 2017 – 2021

Skills

- **Ad Platforms:** Google Ads, Microsoft Ads, Meta Ads Manager, LinkedIn Campaign Manager
- **Analytics & Tracking:** Google Analytics 4, Google Tag Manager, Google Search Console, Looker Studio, Salesforce
- **SEO & Conversion:** SEO, Landing Page Optimization, A/B Testing