BRAYDEN ROGERS

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DIGITAL MARKETING SPECIALIST | PAID MEDIA • LEAD GENERATION • AI & CRM AUTOMATION

PROFESSIONAL SUMMARY

Digital marketing specialist with nearly three years of hands-on B2B experience spanning paid advertising, social content, email marketing, lead generation, CRM automation, and AI-assisted web development. Generated thousands of leads across campaigns in a competitive niche market, including 200+ qualified leads in one two-week Meta campaign on a $25–$50 daily budget. Independently rebuilt a commercial website and integrated business systems. Seeking an in-house marketing specialist or related role in Northwest Arkansas.

PROFESSIONAL EXPERIENCE

Marketing Specialist | Titan-Jet America | Flippin, AR | Feb 2024–Present

- Plan, produce, publish, and evaluate social content across Facebook, Instagram, TikTok, and YouTube; grew company audiences from hundreds to several thousand followers and generated millions of cumulative content views.
- Build and optimize paid campaigns across Meta, Google, and TikTok; generated thousands of leads across multiple campaigns in a competitive niche B2B market, including 200+ qualified leads in two weeks from one Meta campaign using $25–$50/day in ad spend.
- Manage lead capture and follow-up using GoHighLevel; create Mailchimp email campaigns, audience segments, promotional creative, and performance reporting.
- Create video, photography, and campaign assets using Premiere Pro, After Effects, Canva, and CapCut; research competitors, audiences, and market positioning to guide messaging.
- Independently rebuilt the company website, integrating custom shipping calculations, Stripe payments, WooCommerce-synced order tracking, and an AI-powered support agent and customer portal.
- Represented the company at PRINTING United Expo 2024 and Impressions Expo 2026, supporting product demonstrations, lead generation, and customer conversations.

SELECTED PROJECT

Commercial Website & Operations Integration | Titan-Jet America

Independently designed and implemented a commercial website rebuild and connected business systems: shipping estimates, Stripe payments, WooCommerce-synced order tracking, an AI-powered support agent, and a login-protected support portal with QR-code access. Applied AI-assisted programming tools throughout development; used GitHub, Vercel, and Railway for version control and deployment.

CORE SKILLS

Paid media & growth: Meta Ads Manager, Google Ads, TikTok Ads, lead generation, campaign optimization, audience targeting, reporting

Content & communications: Social strategy, short-form video, Adobe Premiere Pro, After Effects, photography, Canva, CapCut, copywriting, Mailchimp

CRM, AI & web: GoHighLevel, lead qualification, email marketing, workflow automation, AI integration for marketing and development, AI-assisted programming (Claude, Codex, Cursor, Replit), website management, SEO, WooCommerce, Stripe, GitHub, Vercel, Railway

EDUCATION

High School Diploma | Flippin High School | May 2024