

Travis Gittens

Senior AI Digital Marketing Manager | Marketing Automation | Web Development

Newark, NJ (Open to Remote / Hybrid / Travel)

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[LinkedIn](#)

Professional Overview

Senior Digital Marketing and Technology leader with **12+ years of experience driving growth through data-driven marketing, web development, and AI-powered automation.**

My work focuses on combining **marketing strategy, technology, and analytics** to create scalable systems that improve acquisition, engagement, and revenue.

I specialize in:

- AI-powered marketing workflows
- Full-funnel digital marketing strategy
- Marketing automation and CRM systems
- SEO and paid acquisition
- Web development and conversion optimization
- Performance analytics and reporting dashboards

Throughout my career I have helped organizations **increase digital visibility, improve conversion rates, and build scalable marketing infrastructures.**

Core Expertise

Marketing Strategy

- Digital Marketing Strategy
- Demand Generation
- Growth Marketing
- Omnichannel Campaign Management
- Customer Journey Optimization

Acquisition Channels

- Search Engine Optimization (SEO)
- Google Ads / Paid Search
- Meta Ads (Facebook & Instagram)
- Display & Retargeting Campaigns

- Social Media Marketing

Marketing Automation

- Email Marketing
- SMS Marketing
- Lifecycle Marketing
- CRM Automation
- Lead Nurturing Systems

CRM Platforms

- HubSpot
- Salesforce
- Freshsales

Data & Analytics

- Google Analytics 4 (GA4)
- Conversion Tracking
- Marketing Attribution Models
- Campaign Performance Dashboards
- Data Visualization

Web Development

- WordPress Development
- Shopify Development
- Landing Page Development
- UX Optimization
- HTML / CSS / JavaScript / PHP

AI Marketing & Automation

- ChatGPT
- Jasper
- MidJourney
- DALL·E
- AI Content Creation
- AI Workflow Automation

Creative & Media Production

- Adobe Creative Suite
- Video Production
- Motion Graphics
- AI Generated Visual Assets

Professional Experience

Senior Digital Marketing Manager

ActiveCare Physical Therapy, PC
March 2024 – Present

Lead digital marketing strategy and performance optimization across multiple marketing channels.

Key Responsibilities

- Oversee website performance, SEO, and content strategy.
- Manage paid advertising campaigns across Google Ads and social media platforms.
- Implement marketing automation and email campaigns.
- Develop analytics dashboards and performance reporting systems.

Impact & Achievements

- Improved website conversion rates through landing page optimization and A/B testing.
 - Implemented AI-driven tools to accelerate campaign optimization and content production.
 - Strengthened search visibility through technical SEO and content optimization initiatives.
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Senior Digital Marketing Manager

SBG Media
July 2018 – January 2026

Directed digital marketing initiatives for multiple brands and client accounts.

Key Responsibilities

- Managed multi-channel marketing campaigns across paid media, SEO, and email marketing.
- Built and optimized websites and landing pages using WordPress and custom code.
- Implemented CRM and marketing automation systems to improve lead management.
- Managed analytics frameworks and reporting systems.

Impact & Achievements

- Scaled digital marketing programs through data-driven campaign optimization.
 - Improved lead generation and engagement through targeted advertising and automation.
 - Developed high-performance landing pages designed to increase conversions.
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Digital Marketing Manager

Gary Null & Associates
October 2016 – March 2018

Managed digital marketing campaigns and online content strategies for a health and wellness brand.

Responsibilities

- Executed SEO campaigns and content marketing initiatives.

- Managed email marketing programs and audience segmentation.
 - Improved website performance and search visibility.
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Web Developer / Digital Marketing Specialist

RecordLinc Inc.

June 2016 – October 2016

Developed web properties and supported digital marketing initiatives.

Responsibilities

- Developed and maintained websites and landing pages.
 - Supported marketing campaigns through web development and analytics integration.
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Web Developer / Digital Marketing Specialist

Dental Tribune International

May 2014 – April 2016

Worked on digital publishing platforms and marketing initiatives.

Responsibilities

- Managed website development and content updates.
 - Supported digital campaigns and audience engagement strategies.
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Education

Master of Science (M.S.)

Information Technology

Southern New Hampshire University

Certifications

HubSpot Inbound Marketing Certification

Google AI Essentials Certificate

Technology Stack

Marketing Platforms

Google Ads
Meta Ads
HubSpot
Salesforce
Freshsales

Analytics Tools

Google Analytics 4
Google Search Console

Web Development

WordPress
Shopify
HTML
CSS
JavaScript
PHP

Creative Tools

Adobe Creative Suite
AI Image & Content Generation Tools

Professional Philosophy

My approach to digital marketing centers around the intersection of **technology, automation, and data-driven decision making**.

By combining **AI tools, marketing automation, analytics, and development**, I build marketing systems that scale efficiently and deliver measurable results.