

Ethan Stephens

Dallas-Fort Worth, TX • 817-791-3692 • ecs.stephens@gmail.com • [Portfolio](#) • [LinkedIn](#)

Growth Marketing | Digital Strategist | Paid Media

Growth and performance marketer with 5+ years in corporate and agency environments driving measurable revenue impact through paid media, data strategy, and operational efficiency. Proven track record of reducing CAC, increasing ROAS, and improving profit margins through disciplined experimentation, platform expertise, and process automation. Additional 8+ years of team and operations leadership experience.

WORK EXPERIENCE

Equine Network - \$85 Million Media & Event Company • 02/2024 - Present

Corporate Marketing Manager

- Drove **10% YoY revenue growth** across multiple brands through coordinated growth marketing strategy.
- Reduced **CAC by 26%** through disciplined paid media testing, creative iteration, and funnel optimization.
- Increased **SVOD livestream event profitability by 12%** through paid acquisition and pricing funnel improvements.
- Implemented AI-driven workflows that reduced manual marketing labor and increased campaign velocity.
- Led cross-brand growth initiatives spanning paid search, programmatic, and paid social.

Corporate Paid Media Manager

- Crafted a data-driven paid media strategy for company-owned brands using DV360, SA360, and paid social.
- Utilized AI to increase efficiency in analyzing paid media efforts and writing copy for ads.
- Exceeded digital marketing KPIs consistently for paid media campaigns, **lowering CAC and increasing ROAS**.

Mosaic Media – Multi-Vertical Digital Advertising Agency • 08/2021 - 02/2024

Lead Digital Strategist

- Increased agency **profit margin by 15% in 12 months** by restructuring media strategy and client allocation.
- Managed **\$1M+ annual paid media budgets** across multiple verticals using Basis DSP, Meta, and Google platforms.
- Designed full-funnel paid media strategies that materially improved client ROI and retention.
- Hired, trained, and mentored paid media specialists, creating upward mobility within the team.
- Standardized campaign structure, reporting, and testing frameworks across accounts.

BG Williams Asphalt – DFW Asphalt Paving • 02/2021 - 08/2021

Marketing Manager

- Elevated **website ranking to #1 locally** within 6 months by implementing Local SEO best practices.
- Generated 10+ leads per week using organic Social Media Marketing.
- Developed a comprehensive digital content calendar

EDUCATION

Master of Science, Digital Marketing

Western Governors' University - 2024

Bachelor of Arts. History

Olivet Nazarene University - 2012

VOLUNTEERING & LEADERSHIP

NIPSM - 501c3 • 5/2025 – Present

Volunteer Director of Marketing

CERTIFICATIONS

Google Analytics • Meta Blueprint Certified Digital Media Buyer • Google Search Ad

SKILLS

Basis DSP, Budget Management, Campaign Optimization, Client Management, Content Marketing, Copywriting, CRM Administration, Data Analysis, Digital Marketing Strategy, Digital Paid Media, DV360, Google Analytics, Google Search, Leadership, Marketing Management, Mentoring, Meta, Meta Blueprint, Paid Advertising, Paid Media Strategy, Programmatic DSP, Project Management, SA360, SEM, SEO, Social Media Marketing, Web Design, Campaign Management, Media buying, digital marketing strategy, CRM, marketing automation, growth marketing, performance marketing

