

CONOR EDWARDS

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MARKETING DIRECTOR

CAREER PROFILE

Results-driven Marketing Director with a Master’s in Marketing Intelligence, specializing in the systems, workflows, and AI-enabled operations that let growing teams execute efficiently. Proven success leading multi-person teams, standardizing operations across an expanding client portfolio, and driving growth through paid media, marketing automation, CRM implementation, and web development.

KEY QUALIFICATIONS

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|----------------------------------|---------------------------------|------------------------------|
| ▪ Leadership & Business Strategy | ▪ AI-Powered Process Automation | ▪ Brand Consistency at Scale |
| ▪ Marketing Automation & CRM | ▪ Paid Media (Google & Meta) | ▪ SEO & Retargeting Tactics |
| ▪ SOP & Workflow Development | ▪ Content Creation & Analytics | ▪ Web Design & Development |

PROFESSIONAL EXPERIENCE

Marketing Director

2024 – Present

Maryland Local Businesses, Maryland Local Marketing & USB Payment Processing

- Launched a multi-tier monetization strategy across directory listings, CRM services, and custom marketing plans, expanding into new verticals to drive **525% revenue growth in six months and 1,066% year over year**.
- Built the SOPs and AI-powered workflows to scale the client portfolio from **30 to 500+ accounts** while keeping delivery consistent across every engagement.
- Directed paid media and SEO across Google, Meta, and programmatic, managing **~\$200K in annual ad spend across client accounts** and generating **20,000+ qualified leads** for the business and its clients.
- Helped launch a custom CRM platform and built lead-to-sale automation with GoHighLevel, Make, and Zapier, including QA that validates lead quality before sales engagement.
- Grew the marketing team from **3 to 11 employees**, personally sourcing, hiring, and training every member; personally sold and managed 75+ units through Facebook ad campaigns before building the sales team that drove the remainder.
- Directed strategy and creative development for ad campaigns — personally filming and editing photo and video content and appearing on camera as talent, including a feature on **WMAR-2 News**; content reached **11.7M+ views** across Instagram, Facebook, TikTok, and web in the first seven months of 2026.
- Designed and built websites, landing pages, and conversion funnels for the company and its clients, and led the team delivering additional client sites.

Marketing Account Manager

2024

Maryland Local Marketing — Towson, MD

- Managed an 18+ client portfolio, running full omnichannel campaigns across social media, email, Google, Meta, and programmatic ads.
- Drove new business directly through outbound cold calls and in-person meetings, growing the client base by 45%.
- Achieved a 45% boost in conversions and a 70% increase in engagement through data-driven campaigns and multimedia content.

Marketing Intern

Summers 2023 & 2024

Oasis Marinas — Baltimore, MD

- Produced 60 pieces of social content in 2023, scaling to 180 in 2024 across reels, statics, stories, and long-form YouTube video.
- Doubled Instagram following and boosted website visits 140% and Facebook engagement 330% over the summer of 2023; produced a marina brand video now on display in the Inner Harbor Marina office.

Social Media & Content Manager · Marketing Intern

2022 – 2023

How Sweet It Is — Eden, MD

- Built and ran first Facebook ad campaigns end to end as an intern in 2022, producing photo, video, and reel content for the garden center and produce market.
- Managed social and content through senior year at Salisbury, increasing Facebook reach 35% and Instagram reach 550% within the first month.

YouTube Content Creator

2021 – Present

@cje511 on YouTube

- Built an audience of 32,000+ subscribers with over 18M views; hosted live streams averaging 200 concurrent viewers.

AWARDS & RECOGNITION

MVP — Maryland Local Businesses (2025)
Exceptional Performance & Strong Leadership
Featured on WMAR-2 News — Small Business Saturday campaign

EDUCATION

M.S. Marketing Intelligence — Towson University, Towson, MD
B.S. Marketing — Salisbury University, Salisbury, MD

CERTIFICATIONS

HubSpot Academy (Social Media, Social Media II, Digital Marketing, Content Marketing) | Hootsuite Social Media Marketing | Google Analytics | Google Ads Search Professional