

# STUART FOSTER

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Experience in brand strategy, multi-channel digital marketing (e.g., PPC, media, social media, email marketing), lead generation, analytics, and CRM & marketing automation. Track record of driving brand awareness, engagement and conversion. Data-driven individual with a passion for unearthing insights to drive strategy and improvements. Creative marketer with a knack for optimizing marketing budgets while driving strong results and increasing efficiency.

## EXPERIENCE

### **Revolution Global Health, Inc. | Chicago, IL | June 2022 to March 2024**

#### *Director of Marketing*

- Led the development of a new website Revcanna.com, which included simplifying the user experience, developing an SEO-driven content strategy and re-platforming under one point of sale, ecommerce, and tech stack. **Results:** Improved monthly transactions by 300%, increased unique visitors by 200% and improved conversions by 25%, helping to increase retail sales by 30% year-over-year.
- Planned, executed, and optimized end-to-end email marketing and paid media campaigns, which includes developing key messaging and content, managing databases, and creating mobile-friendly templates. **Results:** Drove 400% email list growth
- Developed and managed a digital media and advertising strategy that drove new customer acquisition and retention. **Results:** Decreased spend by 80% while earning a 10x return on advertising spend (ROAs).
- Created weekly reports and deep-dive marketing data analysis to derive actionable insights and make data-driven recommendations for improving marketing effectiveness. **Results:** Improved ROAs from 3x to 10x on all investments through recommended changes in strategy.

### **Innovative Care | Chicago, IL | January 2019 to June 2022; previously served as agency of record starting in 2015**

#### *Marketing Lead*

- Joined Innovative Care in its infancy to build a high-performing marketing function to rapid growth. Scaled business from a single urgent care location to a multi-practice health system with 12 locations. **Results:** Helped grow revenue 1800% in three-years, excluding COVID-19 revenue.
- Created a digital-first marketing strategy, spanning SEO, SEM, affiliates, programmatic, social advertising, and owned media across multiple verticals to reach and convert new patients. **Results:** Increased leads by 800% while decreasing spend 50% year-over-year.
- Managed website portfolio and booking systems, which included optimizing the sites for search engines and conversions, enhancing the user experience, and updating content. **Results:** Grew unique visitors by 300% and decreased bounce rate by 75% year-over-year.
- Owned marketing campaigns from end-to-end, from personas to creative development, media buying and measurement. **Results:** Earned a 10x return on investment with cost per lead consistently decreasing.
- **Notable projects:** [Innovative-Care.com website](#), NextPatient implementation & messaging/marketing automation drips.

### **Freelance Brand Strategist via own agency, The Lost Jacket | November 2013 to December 2018**

- Beyond Event Catering: Created launch strategy and website for new division at Buona Beef.
- McGarryBowen: Supported brand strategy for Marriott, BCBSA and Jeweler's Mutual.
- Blast Radius: Created detailed personas and synthesized data for Wells Fargo CCS.
- Young and Rubicam Group: Responsible for research and positioning for Kenmore retention pitch.

**Early career experience:** Held agency positions at Mullen, goodness Mfg and Deutsch LA. Highlights include developing one of the first native advertising partnerships for VW, creating Century 21's first social gaming ad buy and helping establish Mullen's social media practice.

## EDUCATION

Bates College, Bachelor of Arts, English