# NEIL RUFFOLO

*Fractional Marketing Leadership and Digital Strategy*

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## PROFILE

Independent marketing leader combining business strategy, creative judgment, and hands-on digital execution. Brings 13+ years of agency leadership serving manufacturers, B2B companies, and consumer brands, plus five years in higher education. Leads integrated demand generation, manages more than $1 million in annual media and vendor investments, and translates complex performance data into practical decisions. MBA in Management and Strategy; BFA in Graphic Design.

## FRACTIONAL ENGAGEMENT FOCUS

Senior marketing direction and hands-on delivery for established small and midsize businesses. Ongoing partnerships or focused strategy and growth projects, with clear priorities, direct collaboration with decision-makers, and an agreed scope.

## CORE EXPERTISE

Marketing strategy and planning • B2B demand generation • Paid search and social • Programmatic and retail media • SEO and conversion optimization • Email automation and lead nurturing • Analytics and attribution • Budget and vendor management • Team coaching • Marketing technology and practical AI adoption

## PROFESSIONAL EXPERIENCE

### Dorn Group

Director of Digital Marketing | July 2013–Present

Current engagement delivered independently through Ruff Stuff LLC.

- Lead integrated strategy and execution for national and mid-market B2B and consumer brands, connecting business priorities with audience strategy, channel investment, and measurable outcomes.
- Plan and optimize paid search, social, display, programmatic, and retail-media programs; connect advertising with SEO, email, landing pages, CRM, and campaign measurement.
- Manage more than $1 million in annual media and vendor investments, including allocation, forecasting, pacing, partner coordination, and executive recommendations.
- Diagnose GA4, Google Tag Manager, conversion-tracking, attribution, and consent-related measurement issues; explain their business implications and guide corrective action.
- Provided more than four years of direct supervision and coaching for two employees; direct specialist partners and contractors across digital disciplines.

## SELECTED COMMERCIAL RESULTS

- Led programs delivering 5–10X return on advertising spend; selected outcomes included 122% year-over-year cutting-tool category sales growth and 60% e-commerce growth.
- Designed a B2B lead-generation and nurture system using CRM contacts, targeted advertising, and email outreach that generated 400+ marketing-qualified leads in under 60 days.
- Combined user research and a three-way split test involving 1,121 visitors to diagnose lost dealer handoffs; the winning variant increased “Buy Now” conversion rate 61% over control.

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## ADDITIONAL EXPERIENCE

### Waubonsee Community College

Internet Marketing Coordinator | September 2008–July 2013

- Developed integrated enrollment marketing across paid, owned, and earned channels for credit programs, noncredit education, student services, and workforce development.
- Created a credit-enrollment campaign with an estimated return above 500% and a youth-program campaign associated with 100% enrollment growth in one year.
- Built institutional SEO/SEM practices and increased organic search traffic 45%; introduced conversion tracking, channel attribution, analytics, and return-on-investment reporting.
- Partnered across academic and administrative departments; contributed to a website redesign and CMS implementation, and supported three facility openings.
- Initiated and grew the college's social presence; its Facebook page led 50+ Illinois community-college peers in likes in 2013. Co-presented at the 2013 NCMPR national conference.

### Earlier Roles

Interactive Director, Venture Marketing — Developed the inaugural University of Illinois Executive MBA website.
Adjunct Instructor, International Academy of Design and Technology — Taught digital imaging and design.

## INDEPENDENT AUDIENCE DEVELOPMENT

### Creator of Big Guy In A Tiny House

Built a media brand from positioning and visual identity through content production, search strategy, distribution, and community growth. Reached YouTube monetization within the first year; documented 2026 portfolio milestones include 10.5K+ YouTube subscribers and 34.5K+ Instagram followers.

## EDUCATION AND CREDENTIALS

Master of Business Administration in Management and Strategy | Western Governors University
Bachelor of Fine Arts in Graphic Design | Millikin University
Certified SEO Analyst | Bruce Clay, Inc.

## SELECTED PLATFORMS AND TOOLS

Analytics and advertising: GA4, Google Tag Manager, Google Ads, Microsoft Advertising, Meta Ads Manager, LinkedIn Campaign Manager, CallRail, SQL.

CRM and automation: Salesforce Marketing Cloud, Marketing Cloud Account Engagement (Pardot), Salesforce CRM, HubSpot, ActiveCampaign, Act-On, Mailchimp, SugarMarket.

Web and creative: HTML/CSS, WordPress, Shopify, ExpressionEngine, Cascade Server, Adobe Creative Suite, Figma. AI-assisted research, content, quality assurance, and workflow improvement using ChatGPT and Claude with human review.

## RECOGNITION

2013 Silver Educational Advertising Award, New Media; 2012 Bronze and 2011 Gold NCMPR Paragon Awards, Online Marketing/Advertising; contributor to the 2009 Pride of CASE V Bronze Award, Best Event on a Shoestring.