

**Chad Tennent**

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**Professional Summary**

Strategic and hands-on Digital Marketing Leader with 7+ years of experience growing brands through data-driven campaigns, omni-channel content, and performance-focused marketing. Proven track record in customer acquisition, brand development, and digital strategy across email, social media, video, and CRM. Built multiple local businesses from the ground up, overseeing campaign execution, analytics, content creation, and automation. Adept at adapting to fast-paced environments, collaborating across teams, and driving measurable results with limited resources.

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**Key Skills**

- Email Marketing Strategy & Automation
  - Social Media Campaign Management (Facebook/Instagram)
  - CRM Systems & Customer Retention Programs
  - Brand Development & Positioning
  - Content Creation (Copywriting, Video, Graphics)
  - SEO Best Practices & Introductory PPC Knowledge
  - Marketing Analytics (CTR, LTV, CAC, ROI)
  - Cross-Functional Team Collaboration
  - Campaign Budgeting & Timeline Management
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**Professional Experience**

## **Founder / Marketing Director – Woosh Delivery**

Wooster, OH | 2018 – Present

- Built and scaled a local delivery brand to \$500K+ in annual revenue through integrated digital marketing.
- Developed and managed email, SMS, and push notification campaigns to drive engagement and repeat orders.
- Created all brand content including promotional graphics, short-form videos, and social posts.
- Analyzed campaign performance to improve conversion rates, lifetime value, and retention.
- Designed a subscription loyalty program (Woosh+) and oversaw CRM automations.
- Collaborated with 60+ businesses on marketing strategy and customer acquisition.

## **Founder – Swoosh Transportation & Car Rentals**

Wooster, OH | 2021 – Present

- Launched private-pay transportation and Turo car rental brand with digital-first marketing strategy.
- Created brand assets, managed social media, and developed local search presence.
- Oversaw booking workflows, client experience, and recurring customer marketing.
- Introduced detailing subscription service with targeted email and in-person promotions.

## **Freelance Marketing Consultant**

Remote | 2022 – Present

- Consulted with small businesses on content strategy, email flows, and digital promotions.
  - Shot and edited branded short-form video content to boost engagement and visibility.
  - Helped improve online presence through Google Business optimization and social proof campaigns.
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## **Marketing Tools & Platforms**

ActiveCampaign, Meta Ads Manager, Canva, DaVinci Resolve, DeliverLogic, Square, Google Business, Wix, QuickBooks, Turo, Microsoft Office Suite, Adobe Products

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## **Education & Professional Development**

Self-Taught Digital Marketer | Ongoing hands-on training and certifications in:

- Email marketing automation
- Customer journey mapping
- Content strategy & video production
- Analytics interpretation and optimization