

NATHAN LANE

MARKETING STRATEGY CONSULTANT | DIGITAL MARKETING MANAGER CAMPAIGN STRATEGY • PAID MEDIA • SOCIAL MEDIA • ANALYTICS

Las Vegas, NV | NathanLaneSMM@gmail.com | linkedin.com/in/itsnathanlane | itsnathanlane.com

PROFESSIONAL SUMMARY

Marketing strategist and digital marketing operator with 4+ years across paid search, paid social, lifecycle email, organic content, audience development, analytics, and marketing operations. Currently own cross-channel marketing strategy and execution for a national coaching brand, connecting paid media, HubSpot email, organic social, campaign reporting, and conversion tracking. Known for building practical growth systems, catching attribution issues before they distort decisions, and pairing entertainment storytelling with measurable marketing plans.

CORE EXPERTISE

Marketing Strategy - Integrated Campaigns - Social & Content Strategy - Google & Meta Ads - Lifecycle Email/CRM - Audience Development - Marketing Analytics - Conversion Tracking - Campaign Reporting - Entertainment Marketing - Interactive Promotion Tools

PROFESSIONAL EXPERIENCE

The Mike Ferry Organization | Social Media Specialist / In-House Digital Marketing Strategy & Operations

Las Vegas, NV | Jan 2026-Present

- Own cross-channel digital marketing across paid media, lifecycle email, organic social, creative production, analytics, executive reporting, and marketing operations for a national real estate coaching brand; marketing channels influence \$20-30K/month in online revenue plus new coaching clients.
- Rebuilt a fragmented Google Ads account into 4 focused campaign families after inheriting 72 mostly paused campaigns; supported 383K+ paid impressions and 15.6K+ clicks in H1 2026.
- Architected national event Search campaigns with keyword groups, negative keywords, sitelinks, and responsive ad copy; launched a 5-ad-group Search campaign for a 1,500-capacity event at 2.8% CTR.
- Led paid social strategy and creative testing across Meta campaigns, identifying face-led and testimonial creative as stronger performance directions; documented creative reached 25%+ CTR and MFO Academy reached 7.02% CTR.
- Own HubSpot email strategy, segmentation, campaign copy, payment links, scheduling, and reporting for a large segmented CRM audience; WINS segment grew 330 -> 402 (+21.8%) while sends sustained 36-44% opens and 37-46% CTR.
- Built an acquisition-versus-nurture reporting framework so warm lifecycle sends and cold acquisition campaigns are evaluated against the right benchmarks; documented email campaigns drove \$6,575 in tracked sales.
- Planned, produced, and distributed 1,800+ platform-native posts and videos across Facebook, Instagram, YouTube, LinkedIn, TikTok, Threads, Pinterest, and Google Business Profile, contributing to 5.3M+ organic content views in H1 2026.
- Built a long-form-to-short-form repurposing pipeline for Reels and Shorts, producing 580+ Reels, 3.6M+ video views, and 182K+ interactions while improving the role of short-form video in overall channel distribution.
- Designed reusable reporting and production systems across email, social, captioning, brand voice, and SMS workflows; built 6+ interactive campaign tools and promotional experiences using HTML, CSS, JavaScript, GitHub Pages, HubSpot embeds, and Supabase.
- Identified a conversion-value tracking defect before unreliable revenue attribution could shape paid media scaling decisions.

Lane Social Co. | Founder & Digital Marketing Strategist

Remote | Mar 2022-Present

- Lead marketing audits, audience and competitor research, content strategy, campaign planning, creative direction, and analytics reporting for entertainment projects, creators, and growing brands.
- Developed the L.A.N.E. Framework, a repeatable methodology for audience alignment, content planning, platform relevance, and sustainable execution.
- Built a documented short-form workflow that generated 1.2M TikTok views in 30 days, supported by additional Instagram analytics showing strong non-follower reach and engagement.
- Built and maintain an owned static marketing site with structured data and an interactive audit intake experience.

Event Network x Netflix | Sales Lead / Activation Lead

Los Angeles, CA | Sep 2022-Jan 2024

- Led guest-facing sales teams for immersive Netflix activations, including Squid Game: The Trials and Netflix at The Grove.
- Developed sales approaches, coached and onboarded associates, reviewed performance, supported VIP and celebrity guests, and protected brand standards in high-volume live environments.
- Supported brand integration moments, merchandising, premium guest experience standards, and A24-associated TikTok promotional creative tied to entertainment audience behavior.

The B Company | PR & Social Media Marketing Intern

Los Angeles, CA / Remote | Mar-Oct 2022

- Supported entertainment and nonprofit clients with social campaign planning, graphics, video editing, community management, performance reporting, press releases, and web content.

SELECTED CAMPAIGN WORK

- National event campaign planning: coordinated paid search, paid social, email, organic social, SMS, and interactive promotional tools around live event acquisition.
- Email promotion strategy: designed segmented HubSpot campaigns with payment-link attribution and performance reporting for event and program offers.
- Entertainment strategy sample: created an academic Squid Game: The Trials campaign strategy deck covering audience positioning, interactive storytelling, live content, influencer concepts, and funnel planning.

EDUCATION & CERTIFICATIONS

B.S., Entertainment Business - Los Angeles Film School, 2024

Hootsuite Platform - Hootsuite Social Media Marketing - Generative AI for Digital Marketers - Mailchimp Essential Training - Email & Newsletter Marketing Foundations - SEO: Keyword Strategy - Storytelling for Advertising Campaigns

TOOLS & TECHNICAL

Google Ads - Meta Ads Manager - GA4 - Google Tag Manager - Meta Pixel - HubSpot - OneUp - Metricool - Meta Business Suite - Hootsuite - Canva - Opus Clip - CapCut - Adobe Photoshop - HTML/CSS/JavaScript - GitHub Pages - Supabase - Claude-assisted research, QA, and production workflows with human strategy and approval