

TRENT TURNER

Wilmington, NC | Open to Remote

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PERFORMANCE MARKETING DEMAND GENERATION PERFORMANCE ANALYTICS

SUMMARY

Performance marketing and analytics professional leading demand generation across multi-brand, multi-location home-services businesses. Hands-on experience across paid media, local SEO, funnel optimization, attribution, and performance reporting. MS in Business Analytics with a track record of using marketing and sales data to improve acquisition efficiency, allocate investment, and drive revenue growth.

CORE SKILLS

Channels: Google Ads | Local Service Ads | Meta Ads | SEO | Local SEO | Google Business Profile | Email Marketing | Landing Pages

Platforms & Tools: Google Analytics 4 (GA4) | Looker Studio | SEMrush | HubSpot | Microsoft Excel

Analytics & Methods: Demand Generation | Marketing Analytics | Revenue Attribution | Funnel Analysis | Lead Quality Analysis | A/B Testing | Conversion Rate Optimization | Budget Allocation | Pipeline Reporting | Paid Media

PROFESSIONAL EXPERIENCE

W.W.J.W., Inc.

March 2024 - Present

Marketing Manager

Wilmington, NC

- Own marketing strategy for 3 home-service brands across 4 franchise locations and 2 regional markets, overseeing a \$205K portfolio-wide annual marketing budget across paid search, Local Service Ads, Meta, local SEO, and lead generation programs.
- Supported 23.3% portfolio revenue growth and 26.0% lead growth from 2023 to 2025. Allocated investment across channels, campaigns, and markets based on performance and demand signals.
- In Wilmington, new customers increased from 394 to 454 (+15.2%) from 2023 to 2024. New customers per \$1K of measured media spend rose from 5.6 to 13.2 (+137% acquisition efficiency).
- Build reporting across GA4, Looker Studio, SEMrush, and HubSpot to connect acquisition source, cost, lead quality, customer value, and attributed revenue to inform budget, channel, and campaign recommendations for ownership.

Rick Hendrick Buick GMC

June 2022 - September 2023

Commercial Vehicle and Fleet Consultant

Duluth, GA

- Generated and qualified B2B commercial and fleet opportunities, consulting directly with business owners and decision-makers on operational requirements, budgets, purchasing priorities, and vehicle solutions.
- Managed opportunities from initial inquiry through consultation, objection handling, financing, vehicle selection, and delivery, developing firsthand experience with lead qualification, pipeline progression, follow-up discipline, customer value, and close-rate drivers.

EDUCATION

University of North Carolina at Wilmington – Cameron School of Business

Master of Science in Business Analytics | December 2025 | GPA: 3.7

Bachelor of Science in Business Administration, Marketing Concentration | May 2022 | GPA: 3.43

Sigma Chi Mu Kappa - Founding Member | Alumni

Rick Hendrick Sales Competition - Competitor & Alumni Judge | 2022

CERTIFICATIONS

Google AI Professional Certification | April 2026

Applied AI for marketing analytics, data-driven decision-making, communication, content development, and workflow automation

Google Ads Search Certification | April 2026

Search strategy, keyword targeting, bidding, campaign optimization, and performance measurement