

DYLAN MORGAN, MBA

Associate Director, Digital

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PROFESSIONAL SUMMARY

Strategic digital marketing leader with 11 years of experience driving full-funnel growth for Fortune 500 brands in agency environments. Lead omnichannel strategies focused on thought leadership, AI-driven innovation, and market trends across paid media channels while managing \$25M+ in global budgets and delivering measurable ROI.

EXPERIENCE

- **Associate Director, Digital, Rise, A Quad Agency** | Remote | 2023 – Present
 - Own strategic and thought leadership for 7 lines of business for Kaiser Permanente, directly managing 4 LOBs with a \$25M+ annual media budget across Search, Display, and Demand Generation channels.
 - Direct a high-performing, cross-functional team of 12 across paid media and analytics disciplines.
 - Partner with C-suite stakeholders to align performance strategy with client business objectives.
 - Develop holistic marketing strategies using data-driven insights to drive acquisition, elevate brand awareness, and increase website engagement by an average of +19%, while boosting MQL volume by +13%.
 - Forecast performance for both existing and new campaign types based on historical data, and establish success benchmarks tied to MQL volume and conversion rates.
- **Senior Manager, Paid Search, Dentsu** | Remote | 2022 – 2023
 - Led global paid acquisition strategy for Microsoft Surface and Edge across the United States, United Kingdom, Japan, Germany, and Australia.
 - Managed and optimized a \$24M annual search budget across Search, Shopping, Discovery, and PMAX.
 - Launched and optimized e-commerce campaigns across global markets to drive a 12% increase in ROAS.
- **Digital Marketing Specialist, Hearst Media** | Remote | 2019 – 2022
 - Directed full-funnel omnichannel campaigns across paid search and paid social for 10+ newspaper brands within a multi-touch attribution model.
 - Delivered 23% of a 300K digital subscription target within 36 months, outperforming CPA efficiency goals.
 - Oversaw a \$3M annual media budget with consistent ROI-positive results.
- **Marketing Coordinator, Houston Chronicle** | Houston, TX | 2018 – 2019
- **Advertising Coordinator, Isle of Capri Casino** | Lake Charles, LA | 2015 – 2018

EDUCATION

MBA, Analytics Focus, Magna Cum Laude

McNeese State University

Bachelor of Science in Marketing

McNeese State University

Bachelor of Science in Management, Minor in Entrepreneurship

McNeese State University

SKILLS

Strategic & Thought Leadership • Generative AI & Automation • Performance Marketing • Client Relations • Cross-Functional Leadership • Budget Management • Full-Funnel Growth • Team Development • Media Mix Planning • A/B Testing & Optimization • Growth Marketing • Data Analytics & Forecasting • eCommerce Strategy • Omnichannel Execution • Search Engine Marketing • Google Ads • Microsoft Ads • Meta • Apple Search • SA360 • Email Marketing