

Josh Finkeldey

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PROFESSIONAL EXPERIENCE

SentriLock

Marketing Specialist

West Chester, OH

March 2023 – Present

- Spearheaded a multi-channel acquisition campaign targeting ~6,900 Orlando REALTORS® through direct mail, email, and digital ads; achieved 536K+ impressions and 321 activations, driving ~\$377K in projected seven-year revenue from a \$19K investment (~20× ROI).
- Built and automated a 9-week customer onboarding nurture series in HubSpot, guiding new users through activation milestones; analyzed engagement data to recommend a 3–5 week cadence that improved completion and retention rates.
- Led collaboration with an external agency on a full website redesign, consolidating 300+ pages into ~75, improving navigation, user experience, and brand consistency across digital touchpoints.
- Developed lifecycle automations and contact management workflows in HubSpot to optimize marketing operations and reduce database costs.
- Implemented SEO and website optimization strategies improving organic visibility by 19% and traffic by 6%, elevating targeted keyword rankings from position 54 to 37.
- Created and maintained GA4 and Looker Studio dashboards to align campaign performance and ROI metrics with executive-level business goals.
- Led go-to-market strategy for the new Senturian product line, partnering with product, sales, and executive teams to expand brand awareness and adoption nationally.

Freelance Consulting

Marketing Strategist

Lebanon, OH

May 2022 – Present

- Develop & implement marketing strategies per client request, resulting in over 800,000 impressions across various channels.
- Utilized digital tools to analyze performance and adapt campaign strategies for client growth.
- Created high-quality content that has increased cross-channel traffic by 13% & website ad revenue by 22%, generating over 71,000 organic page views in the initial 3-month period.
- Led email marketing campaigns, resulting in a 26% increase in email open rate & a 4% increase in click-through rate to increase customer engagement with client's content.

EDUCATION

Wittenberg University

Bachelor of Arts, Marketing & Management

Springfield, OH

May 2022

SKILLS & CERTIFICATIONS

Strategic Marketing & Leadership

Go-to-Market Strategy, Product Launch, Cross-Functional Collaboration, Executive Reporting, Lifecycle Marketing

Digital Marketing & Analytics

SEO/SEM, Email Marketing, Social Media, UTM Tracking, A/B Testing, Dashboard Reporting, Campaign Optimization

Marketing Tools & Platforms

HubSpot, Google Analytics 4, Google Tag Manager, SEMrush, Mailchimp, WordPress, Canva, Databox

Certifications

Harvard Business School Online – Digital Marketing Strategy, HubSpot Email Marketing, HubSpot SEO 1 & 2, HubSpot Digital Marketing, Google Analytics 4