

JOSEPH CARROLL

Marketing leadership across Fortune 500 and high-growth brands. 15+ years. Now building software too.

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PROFESSIONAL SUMMARY

Marketing leader with 15+ years turning digital marketing into an engine of revenue growth for Fortune 500 brands and high-growth companies. A go-to advisor to C-suite executives, I have scaled programs from \$80M to \$200M+ in monthly revenue and driven an estimated \$750M in incremental revenue for a single client. Equal parts strategy, technical depth, and execution, and these days I build the software to run it too.

CORE COMPETENCIES

Strategic Leadership: Revenue modeling & forecasting · C-suite advisory · Change management · Global market expansion · Vision execution at scale

Marketing Excellence: Enterprise SEO leadership · Generative search & AI marketing · Omnichannel strategy · Cross-channel campaigns · Conversion rate optimization

Operations & Growth: Team development & mentorship · Cross-functional leadership · Budget management (\$10M+) · Performance analytics · Product & software development

PROFESSIONAL EXPERIENCE

TurnKey Marketing

Jun 2025 – Present

Director of SEO, Local Search & Content Marketing

- Lead the organic search program plus content and local search across roughly 100 clients.
- Own technical and content SEO strategy end to end, aligned to brand and commercial goals.
- Build and mentor SEO, content, and local search teams; partner with product, UX, and engineering on site architecture.

Eyeful

Oct 2021 – May 2025

Group Director & Practice Lead, SEO & AI Marketing

- Directed omnichannel strategy for 25+ mid-cap clients, driving 40%+ year-over-year revenue growth.
- Built new multimedia content systems (video, podcast) that earned first-page Google rankings and opened new revenue streams.
- Improved client retention 60% while leading cross-functional teams of 25+.

iProspect (Dentsu)

Jul 2018 – Oct 2021

Associate Director, Omnichannel Marketing Strategy

- Drove an estimated \$750M in incremental revenue for General Motors across 15+ international markets.
- Delivered 500M+ website visits and a 45% lift in digital channel performance within three years.
- Migrated 9 business-critical websites to modern CMS platforms with technical SEO built in.

Digitas

Mar 2016 – Jul 2018

Manager, Search Engine Optimization

- Drove 35 to 50% annual growth in qualified leads and sales for major enterprise clients.
- Led the redesign and migration of 17 sites across a Fortune 500 portfolio (Dow Chemical, DaVita, Delta, Nissan, Infiniti).
- Reallocated \$450K+ of media spend to higher-performing initiatives, improving efficiency 30%.

Search Optics

Oct 2014 – Mar 2016

Program Manager, Content Marketing

- Grew managed department revenue 35%+ while supporting 350+ concurrent client engagements.
- Led international service expansion into Brazil, Australia, and Mexico.

Quicken Loans (Rocket Mortgage)

May 2011 – Oct 2014

Program Lead, Search Engine Optimization

- Scaled digital marketing revenue from \$80M to \$200M+ per month.
- Generated 6M+ qualified leads driving \$2.4B+ in revenue.
- Built enterprise website and editorial content strategy across channels.

Borders

Jun 2010 – May 2011

SEO Specialist & Business Analyst

- Captured the business and technical requirements that led to a complete redesign of Borders.com.
- Built and distributed analytics and site performance dashboards to leadership, and acted on the SEO opportunities they surfaced.

SELECTED INDEPENDENT PRODUCT WORK

Chorzle — Built and shipped end to end; live in daily family use.

Our Little Book — Built and shipped end to end; live, with a self-correcting illustration pipeline and a real hardcover print path.

EDUCATION

Eastern Michigan University

2010

B.B.A., Computer Information Systems

COMMUNITY & SERVICE

NCE 345 HOA, Northville, Michigan

Board Member

Volunteer governance and operations for the homeowners association.

References available on request.