

# DAVE ANDERSON

Fairway, KS 66205 | 913.201.2937 | dave.anderson1@gmail.com | <https://www.linkedin.com/in/semdave>

## GROWTH & MARKETING EXECUTIVE | DRIVING REVENUE GROWTH, MARKET EXPANSION, CUSTOMER ACQUISITION, AND DIGITAL TRANSFORMATION

Growth and marketing executive with 20+ years of experience driving revenue growth, customer acquisition, market expansion, and digital transformation across healthcare, professional services, agency, and enterprise environments. Proven track record building high-performing teams, developing go-to-market strategies, launching growth initiatives, and partnering with executive leadership to drive measurable business outcomes. Experienced aligning growth, operations, technology, and customer acquisition strategies to support organizational scale and long-term expansion. Experience supporting growth initiatives across healthcare, pharmaceutical, legal, financial services, and professional services organizations.

### SIGNATURE ACHIEVEMENTS:

- ✓ **DM Law - Increased Digital Signs by 54% in Year 1 and another 57% in Year 2**
- ✓ **emfluence – increased Department revenue and profitability by 380% and 701% respectively**
- ✓ **Black & Veatch – Spearheaded digital transformation with marketing automation/ABM, data analytics, and digital marketing strategy**

### ENTERPRISE GROWTH & EXPANSION HIGHLIGHTS

- Developed go-to-market strategies for DM Injury Law supporting expansion into Oklahoma City, Tulsa, Wichita, Denver, and Omaha, aligning acquisition strategy, market positioning, and growth objectives for new office launches.
- Designed regional growth strategy for the Kansas City market, supporting suburban office expansion and increased market penetration across the metro area.
- Served as agency-side strategic lead for Mariner Wealth Advisors, supporting customer acquisition and growth initiatives during a period of national expansion that included more than 30 new office locations.
- Increased signed cases by 54% during Year 1 and 57% during Year 2 at DM Injury Law through integrated growth and customer acquisition strategies.
- Grew emfluence department revenue by 380% and profitability by 701% through service expansion, operational improvements, and strategic leadership.
- Built and scaled high-performing teams across agency, enterprise, healthcare, and professional services environments.

### CORE LEADERSHIP & GROWTH EXPERIENCE

- Growth Strategy & Execution
- Revenue Growth & Customer Acquisition
- Market Expansion & New Market Development
- Business Development & Strategic Partnerships
- Digital Transformation
- Demand Generation & Lead Acquisition
- Executive Leadership & Team Development
- Operational Alignment & Cross-Functional Leadership

- Forecasting, Analytics & KPI Management
- CRM, Marketing Technology & Growth Systems
- Budget Ownership & Performance Accountability
- Healthcare & Professional Services Marketing

## EXECUTIVE EXPERIENCE

**DM INJURY LAW – KANSAS CITY, MO | OCTOBER 2022 - PRESENT**

### **Director of Digital Marketing & Growth**

- Built and led the firm's growth and digital marketing function, driving significant client acquisition growth and supporting expansion objectives through integrated demand generation strategies.
- Defined and executed an integrated digital strategy across website, SEO, paid search, paid social, programmatic media, CTV/OTT, and email marketing.
- Drove a 63% increase in signed cases during Year 1 and 52% growth in Year 2 through integrated acquisition strategies, conversion optimization, and performance management.
- Developed KPI reporting and forecasting frameworks to support growth planning, acquisition investment decisions, and executive visibility.
- Collaborated with intake, operations, marketing partners and executive leadership to align acquisition initiatives with organizational capacity, business growth objectives, and market expansion priorities.
- Partnered with executive leadership to develop go-to-market strategies supporting expansion into Oklahoma City, Tulsa, Wichita, Denver, and Omaha, aligning acquisition planning with local market growth objectives.

**EMFLUENCE DIGITAL MARKETING LLC – KANSAS CITY, MO | MARCH 2017 – OCTOBER 2022**

### **Director of Growth Strategy (SEO, Paid Media, Analytics & Content)**

- Served on the Executive Leadership Team, providing strategic direction for digital marketing, website performance, and analytics.
- Increased department revenue 380% and profitability 701% through service expansion, operational improvements, and growth-focused leadership.
- Acted as a digital marketing advisor to internal teams and clients, translating analytics into actionable insights and recommendations.
- Built and scaled a multi-disciplinary growth team from 2 to 8 specialists supporting SEO, content, paid media, analytics, and client acquisition initiatives.
- Launched analytics and content services, defining reporting standards and performance narratives for executive and client stakeholders.
- Partnered with business development leadership to identify growth opportunities, support client acquisition efforts, and expand strategic service offerings.

**LONG MOTOR CORPORATION – LENEXA, KS | JUNE 2016 – NOVEMBER 2016**

### **Director of Marketing**

- Joined Executive Leadership Team
- Fifty percent increase in revenue from email campaigns after introducing a new strategy on segmentation and personalization.
- Kicked off Google Shopping Ads campaign with a small sample of 20,000 products that resulted in 200% increase in revenue attributed to paid search campaigns.

**BLACK & VEATCH – OVERLAND PARK, KS | JANUARY 2012 – MAY 2016**

**Manager, Digital Strategy**

- Collaborated with executive stakeholders across business units to align digital initiatives with organizational growth objectives and long-term strategic priorities.
- Served as the organization's first dedicated digital marketing strategist, influencing enterprise-wide digital adoption.
- Launched SEO strategy driving sustained organic growth and developed executive dashboards for global leadership.
- Implemented marketing automation, lead scoring, and early ABM initiatives.

**INTOUCH SOLUTIONS – OVERLAND PARK, KS | OCTOBER 2006 – DECEMBER 2012**

**Manager of SEO and SEM**

- Managed over \$1 million per month in SEM spend across more than twenty pharmaceutical brands.
- Grew Search Department from a team of one to a team of twelve over 5-year span.
- Managed P&L and regulatory audit reviews for all clients

**OTHER PROFESSIONAL EXPERIENCE**

**Out of Bounds Communication** | Kansas City, MO | Marketing Manager

**MMG Worldwide (MMGY)** | Kansas City, MO | SEO Specialist

**SPIDERTel, Inc.** | Overland Park, KS | Sr. Web Analyst

**EDUCATION**

**Bachelor of Liberal Arts** | University of Missouri-Kansas City (UMKC) | Kansas City, MO