

David Mills Marketing

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DavidMills.com

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Digital marketing & Content Creation with 15+ years in conversion-focused content, landing pages, funnels, Meta and Google Ads, organic social, video editing, enhanced Ai skills plus performance optimization, Yes I'm that good!

Digital Marketing, Content & Meta + Google Ads!

Professional Experience | For large and small companies | No Excuses just work that converts!

FREELANCE — Marketing & Content Creator

- Build end-to-end digital marketing systems for small businesses and consumer brands, combining content strategy, brand messaging, audience research, social media management, landing pages, lead-generation funnels, and customer journeys.
- Own production from concept to delivery: write hooks, offers, and calls to action; script, shoot, edit, publish, and optimize short- and long-form video; create Meta Ads and Google Ads campaign assets; review performance and refine creative.

GUTHY-RENKER — Senior Producer

- Produced direct-response television and social advertising, translating product offers and customer insights into scripts, storyboards, video assets, and conversion-focused messaging.
- Managed planning, creative direction, production, editing, post-production, stakeholder revisions, quality control, and final campaign delivery.

ES3 AGENCY — Digital Marketing & Video

- Developed automotive campaigns for Kia, Nissan, Hyundai, and Ford across Meta Ads, Google Ads, social video, landing pages, conversion funnels, and lead generation.
- Connected paid-media creative, targeting concepts, campaign messaging, customer journeys, performance analysis, and iterative optimization.

ORANGE COUNTY POST — Video Editor & Post-Production

- Edited ESPN sports programming and grocery-store commercials, shaping selects, story structure, pacing, graphics, audio synchronization, color correction, and client revisions.
- Prepared polished broadcast and digital deliverables while maintaining organized media, quality-control standards, production schedules, and fast-turnaround workflows.

MODERN VIDEO FILM — Senior Video Creator

- Edited long-form network television content with emphasis on story, pacing, continuity, audio-video synchronization, post-production, and final delivery.
- Credits include Friends, Walker, Texas Ranger, and Sabrina the Teenage Witch.

Education

- Meta Certified Digital Marketing Associate
- Meta Certified Creative Strategy Professional
- Meta Certified Media Buying Professional
- Meta Certified Media Planning Professional
- USC Film School 1999
- Marketing Degree 2011
- Go High Level Certified
- Hubspot Certified

Revenue Marketing Capabilities

- Growth strategy, offer positioning, and customer journeys
- Landing pages, conversion funnels, and e-commerce
- Short- and long-form video, UGC, and ad creative
- Meta Ads, Google Ads, testing, and retargeting
- Email marketing, CRM, nurture, and automated follow-up
- AI automation, content repurposing, and search visibility
- Analytics, conversion optimization, and lead generation

Did I mention I do not make excuses or quit or blame others?

Skills

- Premiere Pro
- After Effects
- Meta Ads
- Google Ads
- AI Tools
- Plus more!

I Create Growth Through Authentic Content,
Strategic Funnels, & Simple Customer Journeys

VISIT ME @ **DavidMills.com**



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I build marketing systems that do one job: turn attention into revenue. Strategy, content, paid media, landing pages, email, CRM automation, and analytics work as one connected system—not a pile of disconnected tactics.

With 15+ years of experience across digital marketing, content, video, and post-production, I can lead the strategy and execute the work. I develop brand positioning, campaign messaging, customer journeys, Meta and Google Ads creative, short- and long-form video, conversion-focused websites and funnels, email nurture sequences, and AI-assisted workflows. I'm comfortable setting the direction, getting into the details, and being accountable for the result.

My work spans brand launches, e-commerce, healthcare, local services, recruiting, digital education, and entertainment. Selected results include helping grow a creator-led audience from approximately 80,000 to more than 700,000 followers, supporting paid-media budgets of up to \$80,000 per month, and building campaigns that move people from first impression to lead, customer, or member. I also know how to create organic demand—some of my strongest growth has come with zero ad spend.

CORE STRENGTHS

- Full-funnel marketing strategy and campaign leadership
- Meta Ads, Google Ads, creative testing, retargeting, and optimization
- Content strategy, copywriting, video production, and post-production
- Landing pages, conversion funnels, e-commerce, and lead generation
- Email marketing, HighLevel CRM, lifecycle automation, and AI workflows
- Audience research, analytics, reporting, and conversion optimization

I'm looking for a marketing, content, or growth role where I can connect creative thinking with performance discipline. I bring the rare combination of strategist, producer, editor, and operator—and I know how to take an idea from concept to campaign to measurable result. I like to be pushed and want real results not excuses, if you are ready to work with someone that will move the needle hit me back.

If you need someone who can see the whole system, execute the details, and keep pushing until the work performs, let's talk, if you want to stay flat or worse... don't call me.


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Real world results

MATT ARROYO | Audience Growth, Offers & Digital Education

FEATURED CASE STUDY

THE CHALLENGE

Turn fast audience growth and packed local classes into a scalable business that did not depend on adding more instructors.

WHAT I BUILT

- Social strategy, short-form video, and a website that helped fill the gym
- A repeatable content system focused on retention, authority, and community growth
- Seven structured on-demand courses and a complete digital customer journey
- A Skool community connecting students to the brand
- Cross-platform distribution, analytics, and continuous optimization

RESULTS

- Grew the audience from approximately 80,000 to more than 700,000 followers
- Built an education ecosystem generating more than \$80,000 per month in course revenue
- Turned expertise into a scalable business with seven digital products

IMPACT

This was not a lucky viral moment. It was a repeatable system that converted attention into trust, students, and recurring revenue.

See my website for LIVE links and details on this transformation <https://davidmills.com/>



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Real world results

CITY KIA ORLANDO | Local Automotive Growth

THE CHALLENGE

Move dealership marketing beyond traditional promotions and create social content that could earn attention, showcase inventory, and support local lead generation.

WHAT I BUILT

- Platform-native short-form inventory videos
- Dealer promotions and sales-event campaigns
- Community-focused content and local social strategy
- Campaign creative designed to turn attention into inquiries

IMPACT

Modernized the dealership's content approach and connected inventory, offers, events, and community visibility to a clearer path toward leads.

DARK DOCS YOUTUBE | Long-Form Retention & Post-Production

THE CHALLENGE

Turn complex true-crime stories into clear, watchable episodes built to hold attention.

WHAT I BUILT

- Editing systems and repeatable post-production workflows
- Retention-focused story structure, pacing, and visual continuity
- Thumbnail direction and long-form audience strategy
- A consistent format that kept every story fresh while protecting channel identity

IMPACT

Created a scalable editorial system designed to improve clarity, audience retention, and production consistency.

SLEEP SOLUTION CENTERS | Healthcare Authority & Patient Education

THE CHALLENGE

Make complex sleep-health information easier to understand while building trust with prospective patients.

WHAT I BUILT

- Doctor-led authority videos and educational content
- Patient-problem awareness campaigns
- Social strategy built around clarity, credibility, and community trust
- Funnel-focused content that connected education to the next step

IMPACT

Built a trust-first content system that positioned the practice as a credible resource and helped move patients from awareness toward action.

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Real world results

GASPARI NUTRITION | Brand Repositioning & Retail Growth

THE CHALLENGE

Expand a respected bodybuilding brand into a broader wellness market without losing the authority that made it successful.

WHAT I BUILT

- A “protein for everyone” positioning strategy
- Messaging for everyday wellness customers and people using GLP-1 medication
- Website content, Reels, product creative, founder content, and influencer campaigns
- Paid social assets and conversion-focused video marketing
- A connected content system supporting Amazon, direct sales, Walmart, and Costco

RESULTS

- Helped propel Gaspari egg protein to the #1 position in its Amazon category
- Supported broader retail positioning and expansion into Walmart and Costco
- Worked within a national campaign environment exceeding \$100,000 in monthly advertising spend

IMPACT

Reframed a legacy fitness brand for a larger market and connected positioning, creative, influencers, paid media, and retail growth into one system.

See my website for LIVE links and details on this transformation <https://davidmills.com/>