

Ty Ippolito

407-403-4473 | tyipp7@gmail.com | [linkedin.com/in/ty-ippolito](https://www.linkedin.com/in/ty-ippolito) | tyippolito.com

EDUCATION

Samford University

Marketing and Data Analytics | GPA: 3.52

Homewood, AL

June 2025 – Present

University of South Florida

Business Analytics and Information Systems | GPA: 3.77

Tampa, FL

May 2023 – May 2025

RELEVANT COURSEWORK

Digital Marketing Strategy and Analytics · Social Media Marketing · Principles of Marketing · Computers in Business · Business Calculus · Public Speaking

EXPERIENCE

Close Concierge

Remote

Co-Founder and Head of Product

June 2025 – Present

- Co-founded a done-for-you paid advertising agency serving residential real estate agents across 15 markets, owning campaign strategy, creative, and performance delivery
- Built and scaled Meta ad campaigns producing 75+ qualified buyer and listing appointments on over \$20,000 in managed ad spend
- Applied buyer psychology, direct-response copywriting, and structured split testing across creative, audiences, and offers, bringing cost per booked appointment as low as \$32
- Onboarded and launched 12 client accounts end to end, running kick-off and launch calls and configuring Meta and Google ad accounts, GoHighLevel CRM builds, booking calendars, and A2P messaging registration
- Built the 14-day check-in and monthly performance reporting cadence behind client retention, translating campaign data into plain language for non-technical clients
- Generated the listing lead behind a \$530,000 closed sale, producing \$15,900 in gross commission income for a luxury real estate client

ATHLETICS

NCAA Division I Football, Place Kicker

Tampa, FL and Homewood, AL

University of South Florida, then Samford University

May 2023 – Present

- Compete at the Division I level while carrying a full course load and running a business
- Perform in high-pressure, single-attempt situations in front of live crowds
- Manage a year-round training, travel, and competition schedule against academic and client deadlines

CERTIFICATIONS

Google Analytics Certification, Google Skillshop (in progress, Fall 2026)
Google Ads Search Certification, Google Skillshop (in progress, Fall 2026)
Computers in Business Certification

SKILLS AND PROFESSIONAL TRAINING

Paid Media: Meta Ads Manager, Google Ads, campaign structure, audience targeting, split testing, budget allocation, creative fatigue diagnosis

Analytics: Google Analytics 4, KPI selection, cost per lead and cost per acquisition reporting, CRM pipeline tracking

Copy and Creative: direct-response copywriting, buyer psychology, ad creative, landing pages, video ad scripting, Canva

Client Success: onboarding and launch calls, account setup, retention cadence, performance reporting, account diagnosis

Tools: GoHighLevel, Microsoft Office (Word, Excel, PowerPoint, Access)

Professional Training: Jeremy Miner NEPQ, Joe Wanner Sales, Alex Hormozi Offers, Charlie Morgan Psychology