

Levi Crockett

Marketing **Strategist**, Empathetic **Technologist**, Visionary **Storyteller**

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SUMMARY

Marketing strategist who bridges the gap between intent and execution. Experienced in SaaS adoption, go-to-market strategy, and insight-driven storytelling that turns launches into lasting engagement. Skilled at aligning Product, Sales, and Success around clear messaging and measurable growth. Known for driving adoption through empathy, integrity, and clarity, and creating systems that scale.

EXPERIENCE

EdTech Director

American Heritage School, 2022-Present

- Directed multi-channel rollout campaigns for new SaaS and internal platforms, achieving 100% adoption among 1,500 users through clear messaging, training, and user engagement strategies.
- Improved internal efficiency by 90% through automation of marketing, HR, and communication workflows using GenAI and custom-built tools.
- Negotiated and managed \$1M+ SaaS partnerships, cutting costs by 15% while enhancing reliability and user satisfaction.
- Built internal communication frameworks and adoption campaigns that clarified messaging, unified departments, and elevated brand perception.
- Led a 15-vendor RFP and full network modernization, delivering 20× faster performance and enabling scalable digital infrastructure.

Digital Marketer/Front-End Developer

Self-Employed, 2011–Present

- Designed brand identities, websites, and advertising campaigns anchored in audience research and competitive insights.
- Implemented SEO, analytics, and CRM automation that increased lead generation and retention across diverse industries.
- Launched brand and full strategy, scaling from 0 to 30 clients with waiting list.
- Developed launch messaging and assets driving 200+ sales in week one.
- Repositioned stagnant small brand through site redesign and SEO optimization, generating 3–5 qualified leads weekly.
- Refined brand messaging and funnel tracking for ARR growth \$15K to \$45K+.
- Built referral-based business through campaign results and trusted relationships.

Assistant Operations Director & Teacher

Lincoln Academy, 2019–2022

- Launched and managed email and social campaigns that filled program waitlists and improved community engagement.
- Implemented CRM and project management systems to streamline marketing visibility, lead tracking, and performance reporting.
- Digitized enrollment and administrative workflows, improving customer experience and communication speed.
- Taught 750+ students programming and web design, emphasizing creativity, problem-solving, and user experience thinking.

Web Developer & Sales Rep

Kellogg Insurance Marketing, 2013–2019

- Contributed to a 25% increase in agent base, helping position the company for acquisition by the nation's largest insurance firm by developing scalable marketing and onboarding materials.
- Implemented CRM and digital platforms for 2,000+ agents, improving communication, onboarding, and conversion.
- Redesigned portals and marketing assets to enhance UX and brand consistency.

CERTIFICATIONS

Google Analytics, Griffin Hill Sales & Sales Leadership



EDUCATION



MBA, Leadership

Huntsman School of Business
Utah State University



BA, Music (Organ)

Brigham Young University

CORE COMPETENCIES

GTM Strategy

Stakeholder alignment; target audience definition; tiered launch/release cadence; asset development; sales training; ➡ 100% adoption, 3× inquiries.

Positioning & Messaging

Insights-based positioning; value-prop development; messaging hierarchy & frameworks; message testing; internal/external comms alignment ➡ 200+ week-one sales, ARR growth.

Customer Insights

Audience definition/segmentation; competitive analysis; survey design & customer interviews; user journeys ➡ +90% efficiency, 5 qualified leads/week.

Sales Enablement

Pitch decks, FAQs, one-pagers; product demos; CRM & automation; sales resources/training ➡ higher conversion & message consistency.

Growth & Analytics

SEO + GA4, CRM analytics, A/B testing, automation ➡ studio enrollment from 0 to 30 with waitlist, 200%+ ARR for SMBs.

Leadership & Collaboration

Exec/board communication; vendor negotiation; RFP & budget ownership; AI-driven workflow design ➡ \$1M+ contracts at -15% cost, 20× speed, 99% uptime.

TECH & SAAS PROFICIENCIES

Marketing / Automation: Keap, Zapier, Google Tag Manager, Mailchimp, Hubspot
Analytics / Insights: Google Analytics (GA4), A/B Testing Platforms, SEO Tools
CRM / Sales Enablement: Salesforce, Clickup, Asana, Trello, SharePoint, 365 Suite
Design / Front-End: WordPress, HTML, CSS, Canva, Adobe Creative Suite

Misc. Mandarin Chinese, Performer at Temple Square, Husband, Dad to 2