



MARCUS WIESNER

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POSITIONING STATEMENT

Seeking a Marketing Manager role where I can apply strategic multi-agent AI workflow automation, direct-response expertise, full-cycle revenue leadership, AEO search strategy, and a proven ability to build and mentor lean, high-performing teams to drive measurable revenue growth for an ambitious organization.

ABOUT ME

Marketing and sales leader, AI systems builder, with a career spanning direct-response copywriting, funnel development, agentic workflow automation, and full-cycle revenue ownership across agency, startup, and client-side environments. Known for optimizing underperforming marketing systems, building scrappy high-impact campaigns, and guiding small teams to consistently outperform expectations. Background includes generating strong conversion lift across B2B and B2C markets, architecting profitable funnels for both digital and in-person experiences, and leading a marketing agency that served 3,000+ clients over nearly seven years. A versatile operator who blends messaging, psychology, performance data, and hands-on execution to create scalable systems that attract qualified demand. Excel in fast-paced environments where resourcefulness, collaboration, and precise decision-making directly influence revenue outcomes.

SELECTED HIGHLIGHTS

- Designed and built an AI marketing ecosystem from the ground up for a Denver AI management consultancy, delivering gains of +119% monthly active users, +76% sessions, +70% page views, +73% engaged sessions, and +40% organic search sessions against a prior-12-month baseline.
- Directed end-to-end marketing and funnel strategy for a venture-backed outdoor attraction and contributed to event attendance surpassing 20,000 visitors while producing promotional funnels.
- Built and scaled Wiesner Advertising to serve more than 3,000 clients across hundreds of industries, generating over \$1M in lifetime revenue and delivering peak outcomes averaging a 45X ROI (ROI based on my fee vs. generated revenue for clients).
- Produced high-conversion direct-response assets that supported major launches such as a \$5M crypto raise and contributed to measurable lift in B2B and B2C campaigns.
- Strengthened sales and lead-conversion performance in multiple roles, including doubling internet lead closing rates at Mercedes-Benz of Denver (from ~6% to ~12%) and achieving 105% of quota with \$1.3M+ in Dell service sales at ServiceSource.

CORE COMPETENCIES

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|--------------------------|--------------------------------|----------------------------------|
| • AI Marketing Strategy | • Technical SEO, AEO & GA4 | • AI Agents & Agentic Workflows |
| • Marketing Management | • Email Marketing & Automation | • Strategic Planning & Execution |
| • Testing & Optimization | • Funnel Architecture & CRO | • Campaign Management |
| • Content Development | • Stakeholder Engagement | • Client Communication |
| • Team Leadership | • Lead Generation Systems | • Sales Enablement |

EXPERIENCE

PISTEYO — DENVER, CO (HYBRID) | APR 2026 – JUL 2026

HEAD OF MARKETING

- Augmented all organic marketing channels, lifting monthly active users by 119%, page views by 70%, engaged sessions by 73%, organic search sessions by 40%, and form starts by 224% vs. the prior-12-month baseline.
- Spearheaded AI-powered marketing at Pisteyo, a Denver AI management consultancy, owning strategy across brand voice, technical SEO, AIO/GEO/AEO, content, LinkedIn, outbound, sales enablement, and product GTM.
- Designed and deployed AI agent workflows for SEO/website page building within Webflow using MCP Server.
- Created an AI marketing reporting agent that pulls data from all platforms and synthesizes it into an executive summary with tables, graphs, highlights, and areas for improvement automatically every Monday.
- Built the main website voice agent Syd, which interviews executives and builds personalized media and lead magnets based on their conversation data, including Lovable-based apps and Industry Intelligence PDFs.
- Orchestrated a personalized outbound email system using agents that research each company, create rich context, write tightly tailored personal emails, and generate per-company podcast assets at scale and quality.
- Utilized human-in-the-loop orchestration to maintain high quality at scale across all channels.
- Partnered with the dev team to create new marketing features for a software product, Zandy, including list migration, image & video AI social media automation, outbound email functionality, and analytics.
- Executed a full technical SEO/AEO overhaul and GA4 instrumentation, adding tracking for demand signals.
- Worked with one direct report, and a lean cross-functional pod across copy, creative, outbound automation, and developing new products while collaborating daily with the partners to set strategy.
- Produced GTM materials and landing pages for multiple products including Zandy, Leonidus, Wimberly, Copilot Studio Workshop, Readiness Audit

KEY ACHIEVEMENTS

- Increased engagement metrics across all organic channels, including doubling LinkedIn clicks per week from 15 to 30 and improving engagement rate on social by 41%.
- Built durable AI workflows for SEO page production, personalized outbound media like podcasts & PDFs, automated reporting, voice agents with multiple backend tools, automated social media (image & video)

AMERICAS OUTDOOR ADVENTURE PARK — JAY, OK (REMOTE) | APR 2025 – NOV 2025

DIRECTOR OF MARKETING STRATEGY & COPY CHIEF

- Strengthened full-funnel performance, bringing lead costs down 70% and increased closing rates by evaluating user paths, removing conversion friction, and shaping message frameworks that improved buyer momentum.
- Constructed integrated campaign architectures, spanning email, landing pages, and promotional assets, that reinforced consistent value propositions and supported revenue-driving event and package sales.
- Analyzed behavioral signals across funnels to determine where breakdowns occurred before executing targeted improvements grounded in testing insights and direct-response psychology.
- Produced high-impact promotional copy that aligned with brand voice while enabling rapid execution across seasonal events, recurring offers, and newly developed experiences.
- Coordinated with creative, development, and operations teams to align technical builds, messaging, and campaign schedules, ensuring cohesive execution under compressed timelines.
- Elevated internal marketing operations by refining processes around testing cadence, funnel deployment, promotional sequencing, and cross-functional communication.
- Provided direct leadership to a senior copywriter while advising on decisions and key activities for a team of 4 personnel, including a Creative Director, a GoHighLevel Automation Expert, and 2 junior staff members.
- Partnered closely and collaboratively with the Chief Marketing Officer while serving as his right hand man and communicated directly with the CEO on a daily basis.
- Leveraged a leadership style based on accountability and vulnerability while placing a focus on psychological safety and enabling staff members to meet their goals through their current work.

KEY ACHIEVEMENTS

- Supported hiring efforts that contributed to onboarding approximately seven new marketing and sales staff members.
- Authored a high-visibility job listing that generated around 1,000 applicants and contributed to campaigns that helped drive event attendance exceeding 20,000 visitors.

WIESNER ADVERTISING | JUN 2018 – APR 2025

FOUNDER & CEO

- Engineered direct-response marketing systems for clients across hundreds of industries by integrating copy, funnel design, and strategic sequencing to strengthen lead quality, conversion consistency, and buyer readiness.
- Negotiated project-based and recurring contracts by defining scope, value, and pricing for clients sourced through freelance platforms and inbound referrals, reinforcing long-term revenue stability.
- Delivered sales pages, email sequences, ads, and long-form assets for B2B and B2C organizations and tailored tone, pacing, and psychological triggers to each market's buying behavior.
- Delegated workloads across a distributed team of up to eight contractors while maintaining production standards, timeline discipline, and brand fidelity across high-volume deliverables.
- Advised founders and small businesses on offer strategy, funnel sequencing, and KPI interpretation to support predictable revenue lift driven by performance metrics, not creative abstraction.
- Adjusted service delivery models in response to market contraction, AI-driven platform shifts, and changing buyer expectations to preserve operational viability and client satisfaction.
- Oversaw the development and refinement of internal SOPs that standardized quality across a large client volume while enabling faster onboarding of new contractors.
- Championed direct-response best practices in client consultations, helping stakeholders understand the strategic rationale behind testing, segmentation, and offer positioning.

KEY ACHIEVEMENTS

- Averaged a 45X ROI for clients during peak operational years, generated over \$1M in total company revenue, and produced sales materials supporting a \$5M crypto product launch.
- Delivered work for recognized names including Northwestern Mutual and a commissioned project for Conor McGregor.

LEGEND COMMUNICATIONS — GILLETTE, WY | APR 2018 – JUN 2018

DIGITAL ADVERTISING & SALES

- Introduced small and mid-sized businesses to structured marketing systems designed to transform fragmented advertising efforts into cohesive, end-to-end customer acquisition paths.
- Educated business owners on how reliable marketing engines function by clarifying the relationship between messaging, sequencing, and follow-through at every stage of the buyer journey.
- Evaluated weaknesses in existing campaigns and illuminated opportunities to reinforce continuity between first contact, nurturing sequences, and final conversion.
- Positioned digital marketing systems as scalable assets by connecting core strategy elements to predictable revenue impact and long-term growth potential.
- Strengthened client confidence in digital advertising by translating technical marketing concepts into practical, business-friendly explanations.
- Supported the refinement of internal messaging frameworks that clarified the agency's value proposition to prospective customers.

KEY ACHIEVEMENTS

- Helped drive adoption of systemized marketing strategies among businesses seeking dependable demand generation frameworks.

SERVICESOURCE (DELL) — GREATER DENVER AREA | OCT 2017 – MAY 2018

DELL EXTENDED SERVICES CONSULTANT

- Expanded Dell's extended services revenue by presenting tailored coverage solutions designed to mitigate operational risk and strengthen long-term equipment value for corporate customers.
- Responded to customer questions with accurate information on terms, coverage details, and pricing structures to enable informed purchasing decisions in a fast-paced inside-sales environment.
- Balanced outbound prospecting, inbound opportunity management, and account retention duties while maintaining high performance expectations across a large pipeline.
- Built rapport quickly through concise, credibility-driven communication that increased openness to high-value service agreements.
- Ensured accuracy in service documentation and contract processing to protect customer satisfaction and internal compliance.
- Strengthened Dell's ability to forecast warranty revenue by providing consistent, high-quality pipeline updates and opportunity assessments.
- Enhanced customer retention through follow-up structures that clarified service value and reduced uncertainty around support decisions.

KEY ACHIEVEMENTS

- Surpassed quota at 105% for Dell's Q1 FY2019 with over \$1.3M in service sales.
- Secured several high-margin agreements valued between \$100K and \$300K+.
- Earned the "RAMP" Award for professionalism across the Dell segment.

SONIC AUTOMOTIVE/MERCEDES-BENZ OF DENVER — DENVER, CO | JUL 2016 – AUG 2017

SALES AND LEASING COORDINATOR

- Elevated lead conversion outcomes by redesigning communication frameworks and sales dialogues to enable more productive engagement with new-car internet prospects.
- Guided prospective buyers through detailed needs assessments, model comparisons, and value demonstrations that ensured confidence in purchase decisions.
- Communicated cross-departmentally with finance, management, and delivery teams to maintain seamless execution and reduce client wait times.
- Preserved long-term client satisfaction by maintaining integrity around commitments and following through on every detail of the delivery process.
- Enhanced sales team cohesion by sharing improved communication scripts that strengthened qualification and appointment-setting consistency.
- Supported management in analyzing lead pipeline patterns that informed staffing and follow-up allocation.

KEY ACHIEVEMENTS

- Increased new car internet lead closing rates from ~6% to ~12%.
- Received the peer-voted "Brick Award" for performance and integrity.

SONIC AUTOMOTIVE/MERCEDES-BENZ OF DENVER, DENVER, CO | JUN 2015 – JUL 2016

CLIENT ADVISOR

- Conducted full-cycle luxury automotive sales interactions, beginning with rapport-building and continuing through test drives, purchase decisions, and post-delivery follow-up.
- Matched customers with ideal vehicle selections by exploring preferences, budget parameters, and long-term ownership considerations.
- Provided detailed demonstrations and benefit explanations that clarified differentiating features across models and trims.
- Ensured transparency throughout the buying process by articulating accurate information, honoring commitments, and documenting agreements precisely.
- Fostered repeat business and referrals through reliable communication, timely updates, and ongoing relationship maintenance.
- Improved customer handoff processes between sales and finance to reduce friction and enhance overall buyer

satisfaction.

- Advised new sales team members on effective discovery questions that increased clarity around buyer motivations.

KEY ACHIEVEMENTS

- Recognized for strong retention strategies and customer acquisition effectiveness.

MERCEDES-BENZ OF DENVER & MURRAY BMW OF DENVER / SONIC AUTOMOTIVE — DENVER, CO | 2013 – 2015

ESALES AGENT/DIRECTOR

- Managed high volumes of inbound digital leads by crafting compelling outreach sequences and structuring persuasive appointment-setting communication.
- Improved department performance by recalibrating scripts, refining value statements, and implementing clearer follow-up rhythms aligned with industry benchmarks.
- Produced training materials that elevated team capability around tone, pacing, and objection handling to contribute to stronger appointment and closing ratios.
- Directed the eSales team with an emphasis on accountability, situational awareness, and adaptability to enable consistent performance lift for the entire department.
- Introduced structured performance dashboards that helped team members understand daily expectations and progress.
- Strengthened collaboration with onsite sales staff to ensure smooth handoffs and accurate customer context during in-person appointments.

KEY ACHIEVEMENTS

- Boosted closing ratios across the department by 43%.
- Increased appointment-set and sold ratios above industry best practices.
- Earned promotion to Director based on demonstrated performance improvements.

MERCHANT SERVICES DIRECT — DENVER, CO | 2012 – 2013

ACCOUNT AGENT/SALES

- Completed rigorous daily cold-calling activity that consistently generated more than 50 weekly appointments across competitive small-business markets.
- Delivered scripted sales presentations that clearly articulated pricing structures, service components, and value advantages to enable confident purchasing decisions.
- Converted qualified prospects into new merchant accounts while providing detailed onboarding assistance and troubleshooting support.
- Maintained top-tier call volume consistency relative to peers while reinforcing personal accountability and strong activity-based performance.
- Supported merchant retention by addressing early-stage onboarding concerns quickly and accurately.
- Conducted the evaluation of lead quality across more than 20 lead sources to benchmark telemarketing conversion effectiveness across calls and emails.
- Strengthened pipeline visibility by documenting prospect interactions and follow-up criteria with precision.

KEY ACHIEVEMENTS

- Drove reliable lead flow through disciplined outbound activity, contributing to sustained appointment generation momentum.

EDUCATION

MUSIC, 2011–2013

Community College of Denver

Additional Info: Completed full sequence of music theory and ear-training coursework.

HIGH SCHOOL DIPLOMA, 2004–2008*Regis Jesuit High School**Additional Info: Jazz Band performer; recipient of the annual “Goldy Award” for writing.*

COURSES AND CERTIFICATIONS

- Anthropic Courses: Claude 101, Claude Code in Action, Introduction to Model Context Protocol, Building with the Claude API, Introduction to Claude Cowork
- Hands-On AI: Build a Generative Language Model from Scratch – LinkedIn
- Hands-On AI: Build a RAG Model from Scratch (Open Source) – LinkedIn
- Artificial Intelligence and Business Strategy – LinkedIn
- B2B Sales Strategy: Winning Plays for Big Contracts – LinkedIn
- Attribution Certification – Provalytics (ID: 1713)

VOLUNTEERISM

- Helping Women’s Bean Project (a local non-profit) with their marketing, such as: eCommerce UX optimizations, Amazon strategy, and other tasks, 2025 to present
- Guitar player at New Life Gillette Church 2019-2021
- High School Student Mentor for Unity Spiritual Center Denver (2016-2017)

ADDITIONAL INFORMATION

Technical Proficiencies: Windows, Linux, Mac OS, Microsoft Office Suite, Designer, Adobe Photoshop, Clipchamp, HTML5, Python, Keras, Jupiter Notebooks, Kubernetes, Docker, Langchain, AutoGen, n8n, OpenAI Agent Builder, BotPenguin, Canva, Slack, Salesforce, Mailchimp, Constant Contact, AWeber, GetResponse, Kit, Brevo, ActiveCampaign, GoHighLevel, Clickfunnels, Keap, Hubspot, Salesforce, Monday.com, Basecamp, Lucid Chart, Google Adwords, Google Analytics, Meta Ads/Business Manager, Semrush, Similarweb, Ubersuggest, Hotjar, Ableton Live, ProTools

Interests: Chess, formula 1 racing, programming, gardening, lifting weights, literature