

Marquan Whitelaw

Digital Marketing Strategist | SEO, Content Strategy, Campaign Planning & Analytics, Milwaukee, WI

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<https://whitelaw-strategy-lab.base44.app>

PROFESSIONAL SUMMARY

Early-career digital marketing strategist with academic and project-based experience across SEO, content strategy, campaign development, market research, and analytics. Connecting audience research, brand locating, content, and measurement into practical strategies helps businesses communicate clearly and improve digital performance.

SKILLS

- Digital Marketing Strategy| Market Research| Audience Segmentation| Competitive Analysis
- Online Campaign Development | Google Analytics| Kpi Tracking| Performance Reporting
- Content Strategy| SEO Fundamentals| Editorial & Content Planning| Copywriting
- Data Visualization| Website Messaging| Conversion Copy| Landing page & CTA
- AI Search /AEO| Social Media Strategy| Brand Storytelling| Keyword Research
- Basic HTML/CSS| Google Business Profile Optimization| Lead Generation

EXPERIENCE

FOUNDER DIGITAL MARKETING STRATEGIST

May 2024 - Present

Whitelaw Digital, Milwaukee, WI

- Configured portfolio projects across 4 disciplines, conversion strategy, content, SEO, and AI search visibility.
- Streamlined research-to-strategy workflow with 3 reusable SOPs, cutting competitive analysis and audience research from ~16 hours to ~4, a 75% turnaround reduction.
- Developed SOP-driven content build process cut draft-to-final editing from ~2 days to same-day across 10+ deliverables, standardizing quality with a reusable checklist.
- Designed 4 reusable strategy assets, messaging frameworks, campaign briefs, SEO plans, and analytic dashboards, translating audience research into actionable recommendations.

DIGITAL MARKETING STRATEGIST

May 2026 - Present

MCcoy's Lawn Maintenance, Milwaukee WI

- Developed brand positioning from competitor gap analysis, 11+ competitors, customer reviews, trending pain points, and an offer-led, value-based service concept.
- Directed full conversion-focused digital strategy across 4+ mediums, establishing MCcoy's online sales-enabled presence and signaling KPIs directly attributed to sales.
- Optimized 5 marketing levers, website messaging, Google Business Profile, Ad strategy, content strategy, and SEO to lift local visibility.
- Engineered conversion-focused lead capture across 2 touchpoints: website UX/UI and social.
- Constructed a review collection strategy across 4+ platforms, optimizing brand trust signals and visibility in search.

DIGITAL MARKETING STUDENT

January 2023 - June 2026

Full Sail University, Winter Park, FL

- Completed 12+ marketing strategy projects using SWOT, competitor, and Excel-based study of survey data analysis to deliver 6+ prioritized marketing recommendations.
- Earned Google AdWords certification and applied PPC, Quality Score, and KPI reporting across live campaign scenarios.
- Built Buyer personas from consumer data (preferences, psychographics, interests +) in a 4-person team, mapping insights to product features, pricing, promotion, and placement.
- Planned SEO, social media, and digital PR content across 3 industries, producing multiple deliverables to build online presence and community engagement.

EDUCATION

Associate of Applied Science in Digital Marketing (A.A.S.)

June 2026

Full Sail University, Winter Park, FL

- Creative writing club| Google AdWords Certification| Cacthfire Volunteer.