

Ethan Heyn

Digital Marketing Consultant

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Professional Summary

Entrepreneurial digital marketing consultant focused on helping local service businesses generate predictable job flow through high-performance marketing systems. Experienced in lead generation, funnel design, paid advertising, and conversion optimization.

Core Skills

Digital Marketing Strategy

Lead Generation Systems

Marketing Funnels & Landing Pages

Paid Advertising (Meta Ads / Google Ads)

Conversion Rate Optimization

Email Marketing Campaigns

Local Service Business Marketing

Customer Acquisition Strategy

Copywriting & Direct Response Marketing

Client Acquisition & Sales Outreach

Professional Experience

Founder & Digital Marketing Consultant

QResults Marketing | Vermont, United States | 2024–Present

Provide marketing strategy and lead generation systems for local service businesses including trades, personal trainers, and healthcare professionals.

Key accomplishments:

- Design and implement **high-performance marketing funnels** for service-based businesses.
 - Write and manage **email marketing campaigns**, achieving open rates as high as **61.5%**.
 - Develop **lead generation systems** using paid social media advertising and landing pages.
 - Help clients create predictable job flow through structured marketing strategies.
 - Conduct industry research and competitive analysis to improve campaign performance.
 - Manage remote marketing contractors and digital assets.
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Marketing Consultant

Various Local Vermont Businesses | 2024–Present

Provide targeted marketing services for small businesses.

Responsibilities include:

- Creating landing pages and advertising campaigns.
 - Writing sales copy, email sequences, and marketing content.
 - Optimizing digital marketing funnels for conversion.
 - Providing consulting on customer acquisition strategy.
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Education

Community College of Vermont

Business

(Current Student)

Relevant coursework includes:

- Marketing Strategy
 - Services Marketing
 - Business-Level Strategy
 - Global Markets
 - Media and Communication
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Key Projects

Physical Therapist Marketing Campaign

Developed marketing messaging and customer avatar targeting individuals suffering from chronic pain. Focused on pain-driven messaging and patient acquisition.

Personal Trainer Lead Generation Campaign

Created email marketing campaigns and conversion funnels for fitness professionals to generate consistent client leads.

Local Service Marketing Systems

Developed marketing frameworks for trades businesses focused on predictable lead flow and client acquisition.

Tools & Platforms

Meta Ads Manager
Google Ads
Email Marketing Platforms
Landing Page Builders
CRM Systems
Website Builders (Drag-and-Drop Platforms)

Additional Strengths

Entrepreneurial Thinking
Client Communication
Strategic Problem Solving
Market Research
Performance Analytics