

KATIE ANN PILGER

Digital Marketing Leader | SEO Strategist | PPC + Web Optimization Expert
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PROFESSIONAL SUMMARY

Full-stack digital marketing leader specializing in SEO, paid media, UX optimization, and performance analytics. I turn brand vision into data-backed digital experiences, blending creative strategy, AI-powered insights, and multi-channel execution to drive measurable growth.

CORE COMPETENCIES

SEO & Web Intelligence: Ahrefs, Similarweb, Google Search Console, keyword strategy, technical audits, entity SEO

Paid Media: Google Ads campaign management, PPC performance management, landing page alignment, ROI improvement, Meta Business Suite campaign management

Analytics & Reporting: GA4, A/B testing, funnel optimization, attribution analysis

Website Management: WordPress, UX design & testing, schema, crawlability, site speed, conversions

Content & Brand Strategy: Content calendars, AI-assisted production, copywriting, brand voice, storytelling

Leadership: Contractor management, cross-functional collaboration, project management, strategy ownership

PROFESSIONAL EXPERIENCE

Marketing Consultant | Senior Smiles Dentistry – Miami, FL | January 2026–Present

Responsible for building new marketing infrastructure, improving patient engagement, and developing scalable systems across a 6-location DSO through a blend of branding, automation, analytics, and operational support.

- Developed and executed a comprehensive marketing strategy for a 6-location dental group, aligning brand messaging with a senior-focused audience.
- Led a full website redesign (UI/UX + SEO) to create a trust-first experience, improving clarity, accessibility, and conversion potential.
- Implemented Google Analytics, tracking tags, and site integrations to measure campaign performance and user behavior.
- Built and launched a Spanish-language version of the website, expanding accessibility and audience reach.
- Created a lead magnet + automated email funnel to capture and nurture patient inquiries.
- Established and manage all social media channels, including content calendar, design, and weekly posting (leveraging AI tools for scalability).
- Designed and executed a direct mail campaign (EDDM) targeting senior-dense zip codes, including segmentation, print coordination, and USPS distribution across all locations.
- Analyze campaign performance using Google Analytics, tracking lift in site traffic and engagement from offline marketing efforts.
- Developed an internal employee newsletter (“Hump Day Hype”) to improve communication, engagement, and company culture.
- Built an automated vacation request system integrating approval workflows with calendar management.
- Currently running a Facebook paid advertising campaign targeting seniors within 3 miles of each clinic.

Founder | Sparkle Inspo LLC – Wellington, FL | January 2022–April 2026

Founder leading SEO, paid media, content strategy, e-commerce optimization, and brand development for a multi-platform lifestyle brand.

- Oversaw financial operations, vendor coordination, and client communication.
- Successfully executed a strategic business closure, including customer communication and operational wind-down, while resolving a multi-year commercial lease transition.
- Increased organic visibility and engagement 62% YoY through keyword strategy, on-page optimization, and topical content clusters.
- Improved WordPress e-commerce conversions 40% by redesigning UX flows, optimizing product architecture, and implementing technical SEO improvements.
- Managed full-funnel ads and targeting strategies across Meta + Google, driving consistent ROAS and reducing cost per acquisition.
- Directed brand voice, creative production, email flows, and content governance across all digital platforms.

Consultant | Onsite Dermatology – Boca Raton, FL | 2019–2020

- Worked with the President to develop content creation and marketing initiatives aimed to strengthen patient engagement and brand awareness.
- Designed the company logo and developed branded marketing materials, including patient calendars, brochures, posters, and business cards.
- Created patient-focused content and messaging for print marketing campaigns.
- Ensured brand consistency across all marketing collateral and communications.

ADDITIONAL CORPORATE EXPERIENCE

Supported national campaigns reaching 2M+ consumers and contributed to multi-million-dollar initiatives across healthcare, automotive, and retail.

Sperry & Hutchinson, Marketing Manager
Mercedes-Benz USA, Marketing Specialist
Loma Linda University Medical Center, Marketing Manager

EDUCATION

MBA Marketing – California State University, San Bernardino
BA Marketing – California State University, San Bernardino
Adjunct Professor (Internet Marketing & Advertising)

CERTIFICATIONS

- Google Analytics (GA4) Certified
- Google Ads Search Certified
- HubSpot Social Media Marketing Certification
- HubSpot Digital Marketing Certification
- Semrush SEO & AI Certification
- Hotjar Foundations Certification