

RANDI REED

SENIOR DIRECTOR OF DIGITAL MARKETING

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Professional Summary

Growth-focused Marketing Executive with 19+ years driving revenue, owning P&L, and leading high-performing digital teams across agency and in-house environments. Proven track record delivering 36–125% campaign revenue lift, 200%+ YoY lead growth, and scaling multi-channel marketing programs across CPG, retail, grocery, automotive, healthcare, and technology sectors. Adept at integrating paid, organic, and brand strategy to optimize performance, mentor teams of up to eight, and align marketing initiatives with executive growth objectives to accelerate profitability.

SKILLS

- Digital & Omnichannel Strategy
- Revenue Growth & P&L Ownership
- Performance Marketing & Demand Generation
- Team Leadership & Organizational Development
- Data Analytics & KPI Forecasting
- Media Planning & Investment Strategy
- Cross-Functional Executive Collaboration
- Operations & Process Optimization
- Vendor & Partnership Negotiation
- Brand & Digital Ecosystem Integration

EMPLOYMENT HISTORY

Director of Social Media

December 2024 - Present

Gragg Advertising - Kansas City, MO

- Own and operate the agency's social media revenue channel, driving \$500K+ in annual revenue with consistent year-over-year growth projected through integrated strategy, new business development, execution oversight, and client retention.
- Develop and present data-driven proposals for new business and expanding existing accounts.
- Lead full lifecycle paid media strategy across Meta, LinkedIn, and YouTube, driving measurable lead generation and revenue growth for clients.
- Serve as agency subject matter expert and thought leader, representing the organization at industry conferences and executive client meetings.
- Advise executive leadership on digital investment strategy, campaign optimization, and performance forecasting.

Senior Director of Digital Marketing

June 2022 - August 2023

Alliance Retail Group - Kansas City, MO

- Directed full-funnel digital strategy across paid, organic, brand, and demand generation channels, aligning marketing initiatives with executive growth objectives.
- Owned departmental budget and P&L, setting revenue targets and driving campaign strategies that delivered 36%–125% product lift and 200%+ year-over-year lead growth in select programs.
- Led and developed a team of eight marketing professionals, establishing structured workflows, documentation, and performance standards that increased departmental productivity by 18%.
- Identified performance gaps within underperforming campaigns, implementing strategic optimizations that significantly improved conversion rates and overall program ROI.
- Collaborated cross-functionally with executive leadership, account teams, and vendor partners to increase program participation by 15% and strengthen national and local brand partnerships.
- Recruited and hired top-tier marketing talent to expand team capabilities and support long-term growth objectives.

Senior Digital Ad Operations Specialist
Leverage Lab - Kansas City, MO

June 2018 - June 2022

- Led strategic planning and execution of multi-channel paid media campaigns across diverse client portfolios, consistently exceeding performance benchmarks by 24%–58%.
- Directed performance forecasting, optimization strategy, and budget allocation to drive 100%–350% of projected lead acquisition across key accounts.
- Delivered executive-level reporting and insights, translating complex performance data into strategic recommendations for clients and internal leadership.
- Spearheaded campaign audits and conversion optimization initiatives to improve lead quality, efficiency, and overall ROI.
- Developed and led client education sessions on paid media best practices, strengthening long-term partnerships and positioning the agency as a strategic advisor.

Director of Social Media & Content

June 2014 - June 2018

Cosentino's Food Stores - Kansas City, MO

- Built and scaled the organization's social media and digital content strategy across 30 grocery locations, growing the audience to 100K+ followers within two years.
- Led integrated organic and paid campaigns that increased audience engagement 3x in year one and drove 89%–160% sales growth across vendor-sponsored promotions.
- Established performance benchmarks, testing frameworks, and budget allocation strategies to measure ROI and support revenue-driving initiatives.
- Partnered with local and national vendors to design high-impact promotional campaigns aligned with in-store sales objectives.
- Delivered executive reporting and performance analysis to senior leadership, informing strategic marketing decisions and budget planning.

Senior Digital Marketing Specialist

May 2013 - June 2014

Digital Marketing Specialist

April 2012 - May 2013

Associated Wholesale Grocers - Kansas City, KS

- Promoted to Senior Digital Marketing Specialist within one year for driving exceptional growth across retailer accounts and supporting team expansion.
- Led multi-channel social and digital campaigns, achieving 1,300% Facebook reach growth within two years and significantly increasing audience engagement.
- Developed data-driven campaign proposals and performance reports to inform marketing strategy and optimize ROI for both in-house teams and retail partners.
- Created conference and industry presentation materials, elevating organizational visibility and thought leadership in the digital marketing space.

EDUCATION

Master of Arts: Romance Languages

May 2011

University of Missouri-Kansas City - Kansas City, MO

Bachelor of Arts: Spanish Language and Literature

December 2009

University of Missouri-Kansas City - Kansas City, MO

Bachelor of Arts: Communication Studies

May 2007

Truman State University - Kirksville, MO