





# ENDSLEY GEIGER (EGGERT)

## MARKETING STRATEGY & GROWTH LEADER

Marketing leader specializing in SEO, AI-era search visibility, content ecosystems, and demand programs in healthcare and mission-driven industries. Proven track record of driving revenue growth, scaling national marketing initiatives, and translating complex regulations into clear, market-ready messaging.

### CONTACT

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### CORE EXPERTISE

SEO & AI Search Strategy (SEO / GEO / LLM Visibility)

Integrated Marketing & Demand Generation

Content Ecosystems & Thought Leadership

Marketing Communications & Messaging Strategy

Partnerships, Programs, & Campaign Development

Tradeshows & Field Marketing Strategy

Healthcare, Compliance, & Regulatory Messaging

Cross-Functional Leadership & Stakeholder Alignment

### EXPERIENCE

#### SAFE LIFE // REMOTE (DENVER, CO)

##### SENIOR SEO & CONTENT MARKETING MANAGER // 2024 - PRESENT

Lead multi-brand marketing strategy across SEO/GEO, content, partnerships, and event marketing initiatives supporting national growth for AED.US and affiliate brands.

- Increased organic revenue 33% YoY by leading SEO, AI-search optimization, and conversion-focused content strategy, positioning the company for traditional search, answer engines, and AI tools.
- Lead national tradeshow and event portfolio strategy, managing selection, budgets, messaging, logistics, and post-event ROI tracking.
- Spearhead flagship AED donation initiative, managing nonprofit partnerships, PR coordination, communications, and operational execution.
- Partner cross-functionally with sales, leadership, finance, operations, and external partners to align marketing initiatives with revenue goals.
- Translate legislative and compliance developments into customer-facing content and thought leadership supporting market authority.

#### CIVICA ASSOCIATION MANAGEMENT // DENVER, CO

##### CLIENT MARKETING MANAGER // 2022 - 2024

Led marketing and communications strategy for nonprofit trade associations and professional societies.

- Developed integrated marketing plans driving membership recruitment, retention, engagement, and program revenue.
- Built multi-channel communication programs spanning websites, email campaigns, social media, PR, and digital content.
- Produced branding, collateral, and visual assets supporting campaigns, events, and member communications.
- Created video and written content for websites, campaigns, and publications across diverse industries.
- Managed project timelines, budgets, vendor relationships, and marketing automation systems across multiple clients.

#### HEARTHORO // DENVER, CO

##### DIRECTOR OF CHAOS // 2020 - 2022

##### EXECUTIVE ASSISTANT // 2019 - 2020

Early-stage AED startup where I helped build internal systems, marketing operations, branding, and external communications during high-growth phase.

- Built and led the company's marketing function, scaling social audience 500% and supporting PR strategy.
- Managed investor communications, board coordination, presentations, newsletters, and executive messaging.
- Streamlined internal processes, contractor management, and operational workflows to support company growth.
- Oversaw conference strategy and tradeshow participation, managing logistics, messaging, and on-site execution.
- Designed marketing materials, packaging, websites, and brand assets supporting commercialization efforts.

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## EDUCATION & CERTIFICATION

### Certified Digital Marketing Professional

University of Denver  
Denver, Colorado

### Creative Strategy Professional META Certification

### Google Ads Search Certification Google

### Google Ads Display Certification Google

### B.F.A Television & Broadcast Journalism Chapman University Orange, California Minor in Advertising

### Study Abroad Lorenzo de' Medici Florence, Italy

## TECH STACK

**Marketing Platforms:** HubSpot, Salesforce, Marketo, Klaviyo

**SEO & Analytics:** SEMrush, GA4, Search Console, Bing Webmaster Tools

**Design & Creative:** Adobe CC, Canva, Figma

**Web & CMS:** Shopify, Wordpress

### MOREEVENTS (JACK MORTON) // ENGLEWOOD, CO

#### DIGITAL MARKETING AND DESIGN & GLOBAL EVENT MANAGER // 2018 - 2019

Worked with global enterprise clients including Mastercard, Dell, Intel, and Olo to execute large-scale marketing events and experiences.

- Managed logistics, experience, and digital elements for meetings ranging from 300–2,000 participants.
- Led design and production of digital platforms, apps, websites, and collateral supporting major events.
- Managed 187 concurrent sessions for Mastercard Innovation Forum, increasing business interactions 87% YoY.
- Negotiated vendor contracts, hotels, and F&B agreements while managing budgets and timelines.
- Built customized event experiences through close client collaboration and strategic planning.

### KINSLEY MEETINGS // LITTLETON, CO

#### MEETING ARCHITECT // 2016 - 2018

- Designed and executed 50+ conferences for global clients, managing logistics, content strategy, and participant experience.
- Managed conference budgets ranging from \$500K–\$1M.
- Redesigned the National Biodiesel Board annual conference, increasing sponsorship revenue 150% in first year.
- Built registration systems, websites, and digital tools improving attendee experience and engagement.
- Maintained client relationships while supporting new business development efforts.

### HADLEY MEDIA (NOW GDX STUDIOS) // SAN DIEGO, CA

#### EVENT PRODUCER // 2015 - 2016

- Developed and pitched experiential marketing concepts for major clients including Netflix, Marvel, FOX, and POPSUGAR.
- Produced activations at global events including SXSW, Comic-Con, CES, Cannes, and Coachella.
- Managed client relationships through concept development, production, and execution phases.
- Coordinated multi-city activations, including simultaneous campaigns across 12 global markets.

### BUS2ALPS // FLORENCE, ITALY

#### TRAVEL SPECIALIST & SOCIAL MEDIA EXPERT // 2014 - 2015

- Ranked top-three sales performer while selling travel packages across Europe.
- Built partnerships across 15+ countries to support tour expansion and operations.
- Managed social media content and brand communications across all major platforms.
- Executed marketing events and guided international tours ranging from 20–400 participants.