

Darrell Canty

Performance Marketing Leader | Paid Media, Brand Growth & Multi-Channel Strategy

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Results-driven marketing leader with over seven years of experience in performance marketing, specializing in paid search, display, linear TV, radio, and OTT advertising. Proven track record of managing over \$6M in monthly media spend while driving significant brand awareness growth and market dominance through strategic multi-channel campaigns. Adept at devising and executing full-funnel strategies that grow brand presence, capture share of voice, and deliver measurable business impact across diverse industries.

EXPERIENCE

Performance Marketing Specialist National Debt Relief

February 2025 – Present
Remote

- Managed over \$6M in monthly media spend across linear TV, radio, and OTT, overseeing full-funnel strategy, media buying, campaign optimization, and performance tracking.
- Grew brand awareness by 30% by dominating the linear TV landscape through aggressive spend allocation, strategic daypart targeting, and creative differentiation — outpacing key competitors in the debt relief space.
- Captured outsized share of voice across linear TV and CTV by executing a unified multi-channel strategy, identifying and owning high-performing dayparts and placements, and systematically edging out competitors through data-driven spend decisions.
- Negotiated favorable rates with linear TV partners, securing a 10% reduction in CPM while simultaneously expanding reach and increasing impression volume across key markets.
- Reduced CPA by 15–25% through optimization of placements, bidding strategies, and creative testing across broadcast and streaming channels.
- Drove 25–35% overall revenue growth by reallocating spend based on incrementality testing and cross-channel performance insights.
- Increased branded paid search impact by 35%+ through integrated campaigns connecting offline media with digital intent signals.
- Leveraged Salesforce to track lead quality and campaign attribution, using CRM data to inform media mix decisions and optimize spend toward highest-converting channels.
- Built and maintained Sigma dashboards for campaign performance reporting, cross-channel attribution analysis, and budget tracking, delivering actionable insights to executive and stakeholder audiences.

Digital Advertising Analyst Comporium Communications

June 2022 – January 2025
Rock Hill, SC

- Led strategy and execution across Paid Search and Display channels, owning acquisition and retention goals while monitoring campaign effectiveness and identifying optimization opportunities.
- Achieved a 25% increase in conversion rate and a 20% reduction in cost per acquisition (CPA) through targeted bidding and budgeting strategies.
- Proactively made recommendations to optimize and scale campaigns through bidding/budgeting, targeting, and creative learnings, resulting in a 30% increase in ROAS.
- Partnered with in-house/external teams for creative development, including crafting briefs, conducting tests, and reporting on insights to optimize creative strategy across Paid Search and Programmatic Display.

Digital Marketing Consultant Windstream

April 2021 – June 2022
Charlotte, NC

- Conducted regular A/B testing and delivered data-driven recommendations, leading to a 25% increase in ad engagement and directly contributing to overall business revenue growth.
- Implemented advanced bidding strategies and audience segmentation, driving measurable improvements in conversion rates and overall campaign efficiency.
- Managed and optimized Performance Max campaigns, increasing conversion rates by 30% and achieving a 20% reduction in cost per conversion, directly acquiring net-new customers for the business.

- Built and launched Windstream's paid search presence for its business division from the ground up, scaling campaigns that had no prior history and driving 50% revenue growth within the channel.

Digital Ad Campaign Specialist
Spectrum Reach

January 2019 – April 2021
Charlotte, NC

- Conducted regular client meetings to discuss campaign performance, objectives, and strategy adjustments, resulting in an 85% client retention rate.
- Managed a portfolio of 100+ client accounts across diverse industries including healthcare, automotive, legal, home services, and communications, ensuring consistent campaign performance and client satisfaction.
- Grew revenue across managed accounts by 20%+ through strategic campaign optimization, proactive client communication, and tailored media strategies aligned to each client's business goals.
- Managed multi-million-dollar annual ad budgets, optimizing spend allocation to achieve a consistent 30% increase in return on ad spend (ROAS), leveraging Salesforce for reporting and performance dashboards.
- Maintained transparent and regular communication with clients and internal sales teams, providing performance updates and strategic recommendations.

SKILLS & EXPERTISE

- **Performance Marketing & Media Buying:** Paid Search (Google Ads, Bing Ads), Display, OTT, Linear TV, Radio, Demand-Side Platforms (DSPs) including Google Display & Video 360, campaign optimization, audience targeting, and creative strategy.
- **SEO & Digital Strategy:** On-page optimization, keyword analysis, competitor research, link building, and integrated cross-channel marketing strategies.
- **Analytics & Attribution:** Data-driven decision-making, performance analysis, incrementality testing, multi-touch attribution, ROI optimization, and proficiency in Google Analytics, Salesforce, Sigma, SEMrush, Moz, and Excel.
- **Campaign & Project Management:** Planning, executing, and monitoring marketing campaigns to meet deadlines and achieve objectives; prioritizing tasks and managing resources efficiently.
- **Cross-Functional Collaboration:** Working effectively with marketing, web, analytics, and product teams to align campaigns with business goals and maximize impact.
- **Communication & Problem Solving:** Clear written and verbal communication, stakeholder management, identifying challenges, and implementing solutions to improve campaign performance.
- **Creative & Testing:** Ad copy development, A/B and multivariate testing, creative testing across broadcast and digital channels, and optimizing messaging for conversion and brand impact.

EDUCATION

BS, Business Administration — Marketing Concentration

Winthrop University, Rock Hill, SC

CERTIFICATIONS

- Google Ads Certified
- Google Analytics Certified
- Apple Search Ads Certification
- SEMrush SEO Toolkit Certification
- The Trade Desk Edge Academy — Marketing Foundations