

Andres Plashal

Senior Marketing Executive | \$150M+ Attributed Revenue | AI-Powered Growth Infrastructure

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SUMMARY

Marketing executive with two decades turning marketing departments into measurable revenue engines. Delivering \$150M+ in attributed revenue while reducing customer acquisition costs 40-60% and scaling lead volume up to 6X across PE-backed firms, high-growth startups, and enterprise organizations. Pioneer in AI search optimization, developing proprietary frameworks for LLM-powered discovery channels grounded in peer-reviewed research before the market recognized the opportunity. The rare executive who presents growth strategy to the board and writes the Python script that proves the ROI.

\$150M+ Revenue | 250% Lead Growth | 180% Organic | 42% CAC Reduction | 12:1 ROMI

EXPERIENCE

Dew Wealth Management, LLC.

2023 - Present

Director of Performance Marketing | Scottsdale, Arizona

- **Revenue Impact:** Increased qualified leads 250% for high-net-worth entrepreneurs (\$1MM+ income) while reducing customer acquisition cost 42%, maintaining a stable 12:1 ROMI across enterprise omnichannel programs.
- **Organic Growth:** Expanded organic search traffic 180% by building SEO infrastructure from scratch: structured data architecture (25 JSON-LD schemas), 9 topic clusters spanning 70+ optimized pages, and multi-source analytics pipelines integrating GSC, GA4, and Ahrefs.
- **AI Search:** Pioneered AI search optimization strategy, identifying 45+ keywords triggering AI Overviews and implementing content signals validated by peer-reviewed research (Aggarwal et al., KDD 2024) for next-generation discovery channels.
- **Scale & Systems:** Orchestrated 226-item content pipeline across HubSpot, Notion, and Monday.com with automated cross-platform auditing achieving 100% synchronization across 5 workflow stages.

MediaWow Partners, LLC.

2020 - 2023

VP Marketing | Pittsburgh, Pennsylvania

- **Systematic Growth:** Built and led teams delivering 40%+ annual growth for B2B and B2C clients through search optimization, marketing automation, and predictive analytics with repeatable playbooks.
- **Attribution & Efficiency:** Deployed multi-touch attribution frameworks increasing qualified leads 300% and reducing client CAC 45% within 12 months through organic channel development and marketing automation.

Plashal, LLC.

2003 - Present

Founder & Technical SEO Consultant | Chicago, Illinois

- **PE/Startup Impact:** Implemented scalable automation systems for PE-backed firms and high-growth startups, averaging 35% improvement in lead-to-customer conversion within six months.
- **Organic Growth:** Grew organic traffic 120% in 6 months through comprehensive technical SEO and AI search optimization overhaul, including Core Web Vitals improvements and content restructuring.
- **Cost Optimization:** Cut paid media costs 60% (\$180K annual savings) while maintaining lead volume through PPC optimization and strategic reallocation to organic channels.

CORE COMPETENCIES

Growth & Revenue: Demand Generation, SEO/GEO/AEO, Content Architecture, Conversion Rate Optimization, Lead Generation, Paid Media Optimization, Funnel Optimization, AI Search Strategy

Analytics & Attribution: GA4, Google Search Console, Ahrefs, Marketing Attribution, Multi-Touch Attribution, ROAS Analysis, Marketing Mix Modeling, Incrementality Testing, Budget Optimization

Technology & Automation: HubSpot CMS, JSON-LD/Schema.org, Cloudflare CDN, Python Automation, Marketing Automation, Astro/Hugo SSGs, TypeScript, GitHub Actions CI/CD

EDUCATION

Gies College of Business - University of Illinois

Certificate | 2020

Social & Behavioral Science

Columbia College Chicago

Bachelor of Arts | 2000

Interactive Arts and Media; Marketing