

MITCH LEVINSON

Executive Digital Transformational Leader

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☎ 847.345.6329

📍 Austin Texas

🌐 linkedin.com/in/mitchlevinson

WORK EXPERIENCE

Fractional Leader

Strategic Re Check

📅 Jan 2022 - current

- Spearheaded demand generation strategies for clients, produced over \$85k in new revenue, with total revenue contributions between \$140M-\$150M
- Directed comprehensive digital marketing efforts for 70+ multi-state locations, managing a \$5M+ marketing budget, achieving a \$75K budget surplus, and increasing service margins to 60%
- Beat budget and increased margin on services to 60%
- Boosted social media rating from 3.2 to 4.0 in six months through strategic audience engagement and analysis of trending topics

Vice President Agency Solutions

Builder Homesite, Inc. (The BDx)

📅 Jan 2022 - Oct 2022

📍 Austin, TX

- Eliminated \$350K in waste and increased new revenue \$400k within the first 90 days
- Built and Directed global team of 50 in India, Costa Rica, and United States
- Developed and executed integrated marketing campaigns over 300% ROAS with partners, influencers, and brand ambassadors
- Drove an 18% increase in campaign performance by analyzing market trends and optimizing marketing strategies

President

Creative Sizzle (Marketing Relevance)

📅 Oct 2001 - Jan 2022

📍 Arlington Heights, IL

- Built \$1M website, launched the first blog for Equifax and ran content marketing on the blog for 5 years
- Managed a team of 25 consultants, implementing CRM and marketing automation systems to enhance lead generation, capture and nurture
- Delivered comprehensive brand strategies that boosted client visibility and lowered bounce rate by 15% for Real Estate related content

CAREER OBJECTIVE

To leverage over a decade of leadership experience in marketing strategy, digital innovation, and demand generation to drive growth, enhance brand equity, and align cross-functional marketing efforts as Chief Marketing Officer. With a proven track record in scaling marketing operations, leading diverse teams, and utilizing data-driven insights, I aim to deliver measurable results, foster a high-performing, innovative marketing ecosystem, and implement forward-thinking strategies that ensure sustained competitive advantage and long-term business success.

PUBLICATIONS AND COMMUNITY

- www.MitchLevinson.com, www.StrategyReCheck.com Content Author (2001-present)
- Host and content creator: "Coffee with Mitch" Podcast and "What's Sizzlin'" Podcast (2016-2022)
- Philanthropy Director: TBS (2024-Present)
- William "Bill" Molster Lifetime Achievement Award Winner (NAHB-2016)
- Course Co-Author: Institute of Residential Marketing IRM Course 1 and 2 (NAHB-2017)
- National Sales and Marketing Council Chairman (2015)
- DeVry University Adjunct Professor (2011-2013)
- Author: Internet Marketing: The Key to Increased Sales (BuilderBooks - 2012)

National Consultant & Division Sales Manager

Home Store's Move.com

📅 July 1998 - Oct 2001 📍 Atlanta, GA

- Led a national team of over 30 consultants, delivering cutting-edge marketing strategies that aligned with corporate goals and market conditions
- Delivered presentations to Fortune 500 companies, resulting in increased partnerships and industry influence
- Took Company public in 2000

Managing Broker

MLC Realty, Inc

📅 3/2007 - 12/2022 📍 Arlington Heights, IL

- Leveraged advanced technology post-1992 licensure to drive annual sales exceeding \$1M across Illinois, Georgia, and Florida

ACTIVITIES

- Executive Director, Joey's Journeys - Not-for-Profit Special Needs Travel Charity (2024-present)
- Special Olympic Coach (2016-present)
- BG High School INCubator.edu Entrepreneur Mentor (2017-21), DECA Judge – Regional and State (2019-2021)
- Texas Association of Sport Officials (TASO), Varsity Baseball and Football Official (2023-present)
- Travel Basketball Coach, Play Hard Hoops, Lincolnshire, IL (2019 - 2021)
- Travel Baseball Coach, Bruins Elite Baseball Program and Buffalo Grove Bearcats Baseball, Buffalo Grove, IL (2012 - 2021)

EDUCATION

Masters Business Administration,
Electronic Commerce

Georgia State University

Bachelor of Arts, Philosophy

University of Illinois

SKILLS

- AI and Predictive Analytics Expertise
- Brand Development and Management
- Creative Storytelling and Brand Building
- Change Management and Organizational Development
- Cross-Functional Team Collaboration
- Customer Success Strategy Development
- Data-Driven Decision Making
- Digital Marketing and Social Media Strategy
- E-commerce Marketplace Optimization
- Effective Communication and Interpersonal Skills
- Go-to-Market Strategy Development
- Growth and Performance Improvement
- Lead Generation and Conversion Optimization
- Marketing Automation and CRM System
- Marketing Strategy Development
- Multi-Channel Campaign Management
- POS and Marketing Technology Expertise
- Revenue Marketing and Business Development
- SEO, SEM, Email, Paid Social, Mobile/SMS Marketing
- Strategic Marketing Leadership
- Team Leadership and Mentoring
- User Experience (UX) Designs