

CURTIS J. MORT

CREATOR. STORYTELLER. MARKETER.



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Professional Summary

Marketing master with 18+ years of experience driving measurable growth, increasing web traffic, and boosting conversion rates through data-driven strategy, brand storytelling, and digital innovation. Specializing in SMB brand scaling, marketing automation, and cross-channel campaign leadership. Known for blending creative storytelling with data precision to build brands that connect with people—not just metrics.

Experience

Director of Marketing and Communications, Marshall Disposal, Evansville, IN 2024-Present

- Orchestrated company-wide brand strategy and digital transformation, strengthening market position across Southwest Indiana.
- Designed and launched omni-channel marketing campaigns driving 40% growth in brand awareness and higher customer retention.
- Partnered with leadership to align communications, recruitment, and community engagement initiatives with core values.
- Deployed marketing automation workflows to streamline lead management and content distribution utilizing ai for full-stack development of a custom CRM.
- Produced web, video, and social content showcasing company culture and service excellence.

Owner, Grow Marketing Solutions; Evansville, IN — 2016-Present

- Founded and scaled a profitable full-service digital marketing agency serving SMB clients (\$1M–\$10M annual revenue).
 - Directed 200+ SEO, SEM, PPC, social, and email campaigns yielding 125% average web traffic growth and 30% conversion improvement.
 - Developed and optimized CRM workflows, analytics dashboards, and attribution models to improve ROI tracking.
 - Managed creative, technical, and data teams to deliver integrated strategies across multiple industries (real estate, manufacturing, financial services).
 - Leveraged AI-driven tools (ChatGPT, Jasper) for content creation, market analysis, and campaign optimization.
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Associate Pastor, Mt. Vernon Baptist Church; Mt. Vernon, IN — 2006-2023

- Directed communications, outreach campaigns, and digital engagement for a 400+ member congregation.
- Managed \$300K+ annual budget, volunteer teams, and multimedia initiatives to grow community participation.
- Modernized digital presence and internal communications systems, improving reach and operational efficiency.

Education

Oakland City University; Oakland City, IN — Bachelors in Communications;
Graduated Cum Laude

The Southern Baptist Theological Seminary; Louisville, KY — Masters of
Divinity

Skills and Competencies:

Marketing Strategy | Digital Transformation | Campaign Management | Brand
Positioning | Growth Marketing | SEO / SEM / PPC | Email Marketing | Social
Media Advertising | CRM & Automation | Marketing Analytics | Content Marketing
| Copywriting | Video Production | Team Leadership | Budget Management |
Project Management

Technical Skills

Adobe Creative Suite | Google Analytics (GA4) | HubSpot | Salesforce | SEMrush |
Power BI | Monday.com | WordPress | Duda | Google Workspace | Microsoft 365 |
Zapier | ChatGPT | Jasper | ActiveCampaign | Looker Studio | WordPress

Professional References

Caleb Patton, Owner; Brother Brothers Mortgage; Evansville, IN

(812) 568-2955

Jeffrey Hoehn, Vice President of Operations at Plastic Reclaiming Services

(812) 457-4916

Character References

Mark French, Director of Design Consultation, Friend; Sepasoft; Evansville, IN

(217) 418-5692

Ron McIntire, (Retired) Union Steward at George Koch and Sons. Pastor at Mt.
Vernon Baptist Church, Mt. Vernon, IN

(812) 449-6136
