MARK ENEA

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DIGITAL MARKETING | ENROLLMENT GROWTH | MARKETING ANALYTICS

VP / AVP / Director | Integrated Marketing Strategy | Marketing Operations

Digital Marketing executive with 25 years of education-industry experience aligning strategy, technology, and analytics with enrollment growth. Former Associate Vice President (AVP) of Digital Marketing overseeing $40M+ in annual digital marketing and web production budgets across Lincoln Tech campuses. Builds teams, dashboards, attribution analyses, and forecasting models that guide investment and channel performance. Results include double-digit annual lead growth over 10+ years, cost per lead below $100, and lead-to-enrollment conversion rates of 20–25%. Offers ongoing consulting experience, AEO certification, and practical applications of AI for marketing analysis and decision support.

AREAS OF EXPERTISE

Executive Reporting | Team Development | Agency & Vendor Management | Cross-Functional Leadership
Marketing Operations | Budget Management | Forecasting & Financial Modeling | KPI Development
Integrated Marketing Strategy | Performance Marketing | Enrollment Marketing | Lead Generation
Funnel Analytics | Attribution | Conversion Rate Optimization | AEO / SEO / SEM

KEY PROPOSITION

→ **Integrated Marketing & Enrollment Growth:** Connects paid search, AEO, SEO, social, affiliate, email, and website strategies with acquisition and enrollment objectives across campus operations. Delivered double-digit annual lead growth over 10+ years while maintaining cost per lead below $100 and achieving lead-to-enrollment conversion rates of 20–25%.

→ **Marketing Investment & Financial Strategy:** Managed $40M+ in annual digital marketing and web production budgets, aligning investment with campus priorities, enrollment projections, and revenue objectives. Applied forecasting, scenario modeling, attribution, and ROI analysis to evaluate spending options, and identify acquisition-efficiency opportunities.

→ **Analytics & Executive Decision Support:** Builds Power BI dashboards and advanced Excel models that connect marketing investment, channel performance, acquisition costs, funnel conversion, and enrollment results. Integrates marketing and enrollment data into executive reporting that supports performance evaluation, budget planning, and informed strategic decisions.

PROFESSIONAL EXPERIENCE

Independent Marketing Strategy & Analytics Consultant **01/2026 – Present**
Independent Consulting
Provides freelance and contract support in marketing strategy, performance analytics, forecasting, budget modeling, and business decision support.

Key Initiatives:

- Develops financial forecasts, marketing budgets, and scenario models connecting investment with lead generation, conversion, enrollment, revenue, and return on investment.
- Analyzes paid search, paid social, SEO, lifecycle/email, and website performance to identify opportunities to improve acquisition efficiency and channel results.
- Uses ChatGPT, Claude, and Gemini to support reporting analysis, executive summaries, strategy development, campaign and content optimization, and marketing workflows.

Lincoln Technical Institute | Associate Vice President of Digital Marketing **01/2019 – 01/2026**
Directed enterprise digital marketing strategy, analytics, and performance reporting across Lincoln Tech campuses. Managed a $40M+ annual investment portfolio spanning SEO, SEM, paid media, social, web initiatives, and production.

Key Initiatives:

- Aligned digital lead generation and conversion strategies with enrollment targets, coordinating execution with executives, admissions leadership, and campus teams.
- Applied channel performance, attribution analysis, and ROI reporting to budget allocation decisions and identified opportunities to improve cost-per-lead efficiency.
- Built Power BI and advanced Excel dashboards that gave executives visibility into campaigns, marketing KPIs, lead performance, and enrollment outcomes.
- Developed forecasting models linking marketing spend with lead volume, enrollment projections, revenue targets, and cost-per-acquisition goals.
- Oversaw website analytics, user experience testing, A/B testing, heatmapping, user-behavior analysis, and conversion-rate optimization across digital properties.

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PROFESSIONAL EXPERIENCE CONTINUED

Lincoln Technical Institute | Senior Manager / Director of Internet Marketing **03/2001 – 01/2019**

Built the digital marketing team and directed internet marketing, lead generation, SEO/SEM, social media, and website content initiatives across Lincoln Tech campuses.

Key Initiatives:

- Hired and developed team members, refined marketing responsibilities, and expanded subject-matter expertise across digital channels and web development.
- Managed internet marketing, creative, and production budgets while coordinating internal stakeholders, agencies, and external partners.

SELECTED PERFORMANCE & ANALYTICS PROJECTS

- **Growth & Acquisition Efficiency:** Achieved double-digit year-over-year lead growth over 10+ years while maintaining cost per lead below $100. Evaluated channel performance, acquisition costs, and lead-generation trends to identify opportunities for sustained growth and more efficient marketing investment.

- **Conversion & Scenario Modeling:** Developed models examining the relationships among lead volume, marketing investment, conversion rates, and enrollment outcomes. Used scenario analysis to assess acquisition strategies and investment options, supporting lead-to-enrollment conversion rates of 20–25% and cost per enrollment below $1,000.

- **Budget & Enrollment Forecasting:** Built financial and marketing models connecting spending levels and incoming lead goals with projected enrollment starts and revenue objectives. Compared investment scenarios to evaluate marketing plans, clarify resource requirements, and inform budget discussions.

- **Marketing Data Integration:** Connected marketing and enrollment data sources to provide a more complete view of acquisition performance and student conversion. Translated information into dashboards and executive reporting that supported funnel analysis, performance monitoring, and investment decisions.

Campus-Level Investment Planning: Developed budget allocation approaches that aligned individual campus goals with historical results and marketing requirements. Evaluated investment options against lead-generation needs and enrollment priorities to support campus-level planning and enterprise resource allocation.

EDUCATION & CERTIFICATIONS

Bachelor of Science, Marketing & Finance | Boston College, Carroll School of Management

Golden Key National Honor Society | Dean's List | Garden State Distinguished Scholar

AEO (Answer Engine Optimization) Fundamentals AI Certification | HubSpot Academy

ANALYTICS, TECHNOLOGY & PLATFORMS

Analytics & BI: Power BI | Advanced Excel Modeling | Google Analytics | A/B Testing | Crazy Egg / Heatmapping

AI & Generative AI: ChatGPT | Claude | Gemini | Microsoft Copilot | AI-Assisted Reporting, Content & Strategy

Advertising & CRM: Google Ads | Meta Advertising | Microsoft Advertising | Salesforce | LeadSquared

Web & Creative: Drupal CMS | Website Content Management | Adobe Photoshop