

DAVID RAGLIN

MARKETING EXECUTIVE

BRAND, GROWTH &
DIGITAL TRANSFORMATION

CINEMATIC STORYTELLING
& CREATIVE DIRECTION

Lombard, IL
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312.221.8266

PROFILE

I am a marketing executive focused on brand transformation, digital growth, and demand generation across nonprofit, aviation, higher education, and small business sectors. I build in-house marketing systems, lead digital modernization efforts, and create story-driven campaigns that improve engagement, fundraising, and audience growth.

My work brings together storytelling, digital experience, and performance marketing to strengthen brands, improve conversion, and build long-term audience trust with multicultural and values-driven communities.

PROFESSIONAL HIGHLIGHTS

- Built and led in-house marketing and media functions at two institutions, reducing reliance on high-cost agencies while improving campaign speed, creative control, and long-term scalability
- Led brand, digital, and fundraising growth initiatives that increased organic visibility by more than 150% and digital engagement by approximately 60%
- Managed marketing operations and digital transformation initiatives within budgets up to approximately \$500K, overseeing vendor relationships, digital platforms, production investments, and campaign execution
- Architected SEO-driven, conversion-focused websites and demand generation systems across nonprofit, higher education, aviation, and small business sectors
- Directed cinematic storytelling campaigns from concept through edit, building in-house production capabilities that reduced vendor dependency and strengthened brand voice

EDUCATION

Lake Forest Graduate School of Management (2013)

Master of Business Administration (MBA)

Global Marketing, Change Management, Business Strategy

Lewis University (2001)

Bachelor of Science (BS), Aviation Business Administration

AUTHORSHIP

I believe experience and integrity matter when representing myself and my work. This resume and portfolio were written and designed by me. All tools were used only for light grammar and clarity refinement.

CORE CAPABILITIES

Marketing Operations & Growth:

Brand Strategy, Demand Generation, Digital Transformation, Marketing Operations, Digital Infrastructure, Systems Integration, Aviation Marketing (Business & General Aviation)

Digital Experience & SEO:

Website Strategy & Architecture, UX/UI, Conversion Optimization, Technical & On-Page SEO, WordPress Design & Development

Performance Marketing:

Google Ads, Meta, LinkedIn, PPC Strategy, Audience Targeting, A/B Testing, Funnel Development

Analytics & Measurement:

Google Analytics, Search Console, SEMrush, KPI Development, ROI & Conversion Tracking, Performance Reporting

Fundraising & CRM:

Donor Acquisition & Retention, Gala and Seasonal Appeal Campaigns, Blackbaud Raiser's Edge, FundraiseUp, Donor Segmentation

Cinematic Production:

Story Development, Storyboarding, Direction, Filming, Editing (Premiere Pro, After Effects), Sony & Canon Camera Systems, Photography (Photoshop, Lightroom)

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PROFESSIONAL EXPERIENCE

MARILLAC SAINT VINCENT FAMILY SERVICES

DIRECTOR OF MARKETING & COMMUNICATIONS | JULY 2023 – PRESENT

I stepped into a moment of transition and helped reshape how Marillac communicates its mission, impact, and future.

Recruited to lead enterprise marketing, brand, and communications strategy through a period of organizational transition. Advise the CEO and executive team on positioning, messaging, and growth strategy while overseeing a \$248K annual marketing budget across brand, digital, fundraising marketing, content, and vendor relationships.

- Led brand and digital transformation initiatives, including a new identity and SEO-driven website that increased organic visibility by more than 150% and digital engagement by approximately 60% year over year
- Rebuilt the in-house marketing and media function, ending high-cost agency dependency while improving campaign speed, creative control, and long-term scalability
- Partner with Development and Events teams on multi-channel fundraising and donor engagement campaigns that supported Gala fundraising exceeding \$717K, while improving digital conversion and recurring giving through FundraiseUp optimization
- Conceive and direct Marillac Stories, a cinematic storytelling series I personally write, shoot, and edit; the campaign has generated more than 250K video impressions and become a primary driver of donor and community engagement
- Established the organization's first performance measurement practice across web, paid media, email, and fundraising campaigns, giving leadership data-driven visibility into marketing performance for the first time

SÜVII DIGITAL MARKETING & MEDIA

MANAGING DIRECTOR OF MARKETING | OCT 2013 – PRESENT

Süvii began as a place to experiment, build, and refine how story, strategy, and growth intersect, and evolved into a proving ground for scalable marketing systems and cinematic brand storytelling.

Founded and operate a boutique marketing and media practice serving clients across aviation, nonprofit, healthcare, service, political, and small business sectors throughout the United States and Canada. Built around a curated network of designers, developers, videographers, and analysts designed to deliver agency-grade work without agency overhead.

- Design and develop SEO-driven, conversion-focused websites that improve search visibility, lead generation, and audience growth across diverse client portfolios
- Lead demand generation and digital advertising strategy across Google Ads, Meta, and LinkedIn, with a focus on qualified traffic, audience targeting, and measurable ROI
- Architect end-to-end marketing systems across SEO, paid media, analytics, and CMS platforms built to scale with the client and remain measurable over time
- Direct integrated marketing, creative, and cinematic production from concept through execution, helping small and mid-sized organizations access agency-level branding, websites, advertising, and storytelling typically beyond their budget range
- Support specialized aviation clients, including FBOs, charter operators, and maintenance organizations, improving visibility, customer acquisition, and digital presence within highly technical markets
- Built and lead a trusted network of creative and technical partners, allowing client work to scale without requiring involvement in every operational detail

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PROFESSIONAL EXPERIENCE

UNIVERSITY OF SAINT MARY OF THE LAKE / MUNDELEIN SEMINARY

SENIOR DIRECTOR OF MARKETING & COMMUNICATIONS | AUG 2022 – JULY 2023

At an institution rooted in tradition, I helped modernize how it communicates while preserving its identity.

Rebuilt the marketing and communications function at one of the country's oldest Catholic seminaries, modernizing how a tradition-rooted institution communicates without compromising what makes it distinct. Managed an approximately \$482K annual MarCom budget, overseeing vendor relationships, digital platforms, production investments, and campaign execution.

- Designed a master brand architecture that repositioned University of Saint Mary of the Lake as the parent institutional identity, establishing distinct but aligned sub-brands across five schools and programs, including a bilingual Hispanic-facing identity built at equal brand parity
- Led full brand and digital transformation initiatives, including a new identity system and SEO-focused website rebuild that improved search visibility and engagement across enrollment and institutional content
- Rebuilt MarCom operations from the ground up, establishing structure, workflows, reporting, and closer alignment between marketing, communications, and enrollment
- Built and personally executed an in-house media production capability supporting online education, recruitment, and institutional storytelling, reducing vendor dependency while expanding digital content capacity
- Introduced performance tracking across digital channels, giving leadership measurable visibility into marketing performance for the first time

MUSEUM OF SCIENCE & INDUSTRY CHICAGO

SENIOR PROJECT MANAGER, FILM & GUEST EXPERIENCE | MAY 2011 – OCT 2013

My work focused on what guests never see but always feel: flow, clarity, and experience at scale.

Managed large-scale operational, guest experience, and technology initiatives inside one of the nation's largest science museums, coordinating across facilities, IT, creative, and guest operations teams.

- Served as principal project manager for the \$4M West Lot Reconstruction Project, coordinating 30+ staff, vendors, and CTA stakeholders while maintaining safe guest flow and operational continuity for more than 79,000 visitors during active construction
- Led cross-functional guest experience and operational projects involving facilities, technology, creative production, and visitor services
- Implemented guest-facing technology initiatives, including ticketing kiosks and POS systems supporting admissions, packages, and guest services
- Designed and built a centralized Knowledge Management System in SharePoint, improving documentation, institutional knowledge retention, and project visibility across departments

FOUNDATIONAL EXPERIENCE

These early roles shaped my discipline, systems thinking, and respect for complex environments where precision and accountability matter.

United States Army Reserve: 2010 – 2019 (Active Duty Nov 2010 – April 2011)

Hospira: Senior IT Project Manager 2005 – 2009

Ariel Investments: IT Support Specialist 2002 – 2005

Languages: German (Conversational) – University of Heidelberg, Heidelberg Germany