

TIMOTHY BAILEY

Marketing Leader | AI-Augmented Marketing Practice | baileyte101@gmail.com | (864) 640-6558



PROFILE

Marketing leader with 10+ years of agency-side experience across paid media, brand, and integrated programs for global names (Formula E, Royal Caribbean, McDonald's, FC Barcelona, Nike). Designs and operates AI agent systems on top of that foundation to run marketing functions faster, deeper, and at higher quality than traditional teams.

AI-AUGMENTED MARKETING PRACTICE

- **Designs and orchestrates multi-agent AI systems** that run end-to-end marketing functions (strategy, paid media, content, copy, design, analytics, SEO, business development, operations), compressing traditional production timelines while preserving senior-level quality.
- **Authors system prompts, skill libraries, evaluation frameworks, and persistent memory** so AI-driven output stays consistent, on-brand, and accurate at scale across campaigns, decks, content calendars, audits, and reports.
- **Ships AI-augmented production work** (campaigns, ad creative, content, brand systems, full websites) by integrating agents directly into the creative and analytics loop, cutting timelines without losing senior-level craft.
- **Connects AI to live business systems** through APIs and modern integration protocols (CRMs, ad platforms, analytics, design tools, project management), and uses AI-assisted code on modern web stacks to extend marketing capability beyond what traditional teams ship.

MARKETING LEADERSHIP

Marketing Strategy. Integrated Campaign Management. Paid Media (Meta, Google, LinkedIn, OOH, OLV, Streaming). SEO and SEM. Account Management. Client Communications. Team Leadership. Partnership and Sponsorship Marketing. Creative Briefing. Content Development. Email. Social. Website Strategy. Analytics and Reporting. CRM and Marketing Automation.

EXPERIENCE

Account Supervisor

2023 to 2026

Roar Media | Miami, FL

Led integrated marketing and communications programs for global and regional brands. Primary client lead across strategy, planning, execution, and reporting.

Key Clients: Formula E, Royal Caribbean Cruise Lines, Assist Card, Bilzin Sumberg, Caricap, AFIMAC, ONX Homes, Park West Gallery.

- Directed Formula E's first race at Hard Rock Stadium. Managed a \$250K local marketing budget across digital, OOH, experiential, and partnership marketing in a 2-month window. Drove a near sell-out event.
- Led Assist Card's U.S. market launch with a \$500K annual budget. Nearly doubled campaign performance and revenue year over year.
- Owned cross-functional delivery across internal teams, clients, and vendors. Translated complex client needs into actionable plans and on-time delivery.

Account Supervisor

2022 to 2023

Zimmerman Advertising | Ft. Lauderdale, FL

Drove strategic planning and campaign execution for McDonald's. Focused on digital growth and data-backed performance.

- Supervised local advertising and digital marketing for 400+ McDonald's locations across annual media plans.
- Managed marketing budgets exceeding \$12M across TV, Radio, OLV, Streaming Radio, Snapchat, Twitch, Instagram, and Facebook.
- Helped develop strategies that lifted McDonald's app usage nearly 25% year over year, including sports marketing activations to lift brand affinity.
- Built and presented quarterly digital initiatives and growth strategies grounded in performance data.

Account Manager (Contract)

2021 to 2022

Eighty West | Miami, FL

Key Clients: Purple Patch Fitness, Plant Athletic, Tekton Labs.

- Led creative advertising, performance marketing, and sales consulting across primary client accounts. Oversaw all phases from concept through measured performance.
- Led Client Success Managers and cross-functional teams of designers, developers, and paid media specialists. Delivered measurable growth through KPI-driven strategies.

Marketing Director

2019 to 2021

ISL Agency | Charlotte, NC and Miami, FL

- Led agency marketing and client campaigns for global sports and brand partners including Nike, FC Barcelona, Audi, and Soccer.com.
- Managed creative, performance, and organic content teams across multiple accounts. Delivered \$3M+ in revenue from sponsorships and ticketing campaigns.

Business Development & Marketing Coordinator

2016 to 2019

ISL Agency | Charlotte, NC and Miami, FL

- Coordinated nationwide FC Barcelona soccer camp campaign messaging across web, social, email, and experiential. Supported partner activations with global sports brands and client prospecting to grow the agency portfolio.

TECHNOLOGY & TOOLS

AI & Agentic Platforms. Anthropic Claude (including agent-builder workflows), OpenAI GPT family, Codex, Perplexity, multi-agent orchestration patterns, custom skill and memory systems, API and integration-protocol-based tool use, AI-assisted web development on Next.js and Vercel.

CRM & Marketing Automation. HubSpot, Marketo, Klaviyo, Segment.

Data & Advertising. Google Analytics, Google Tag Manager, Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Looker, Tableau.

Web. WordPress, Shopify, Wix, Next.js, Vercel.

Creative & Project Management. Adobe Suite, Asana, Monday.com, Trello, Notion, ClickUp, Slack.

Workflow & Integration. Microsoft Suite, Google Workspace, Excel, Zapier, Airtable, REST APIs.

EDUCATION

M.S.M., Sports Management | Wilmington University, Wilmington, DE | 2016. NCAA Division 2 Athlete.

B.A., Interdisciplinary Studies | University of South Carolina, Upstate, Spartanburg, SC | 2013. NCAA Division 1 Athlete.