

TIMOTHY BAILEY

CLIENT SERVICES & MARKETING LEADER | AI-ENABLED OPERATIONS

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SUMMARY

Client services and marketing leader with 10+ years of agency-side experience leading integrated programs, cross-functional teams, and budgets exceeding \$12 million for global brands. Trusted as a primary client partner across strategy, planning, execution, reporting, and growth. Combines account leadership, paid-media and performance judgment, and hands-on AI workflow design to turn complex goals into clear plans, stronger operating rhythms, and reviewed execution.

CLIENT LEADERSHIP PROFILE

- Primary client leadership across integrated campaigns, account planning, program delivery, budgets, timelines, reporting, and client communication.
- Cross-functional team leadership across strategy, creative, media, content, analytics, web, vendors, and client stakeholders.
- Growth and performance experience across paid media, CRM, market launches, digital adoption, partnerships, sponsorships, and new-business support.
- AI-enabled operations using agents, custom skills, evaluation frameworks, persistent memory, live integrations, and human approval gates to accelerate work while protecting quality.

EXPERIENCE

Freelance Marketing | Remote

2026 to Present

Freelance Marketing Consultant | AI-Enabled Operations

- Led paid-media launch and measurement for a fashion ecommerce brand, supporting a matched 28-day period with 84% higher gross revenue, 49% higher net revenue, 26% more orders, and 26% higher average order value year over year on \$2,348 in spend; Google Shopping returned 2.64x tracked ROAS.
- Directed a 20+ page client website from positioning and content through production launch, achieving a 99 mobile Lighthouse score and verified lead-form delivery.
- Led a 10-page ecommerce website from first homepage concept to deployed preview in four calendar days, with all pages passing desktop and mobile quality assurance.
- Led two app builds: a 9-screen full-stack prototype completed in one working session with 23 of 23 tests passing, and a mobile product advanced from foundation to internal TestFlight in nine calendar days.
- Built and directs 12 specialist AI agents across strategy, research, content, design, media, analytics, development, SEO, quality assurance, security, and delivery.

Roar Media | Miami, Florida

2023 to 2026

Account Supervisor

- Served as primary client lead across strategy, planning, execution, and reporting for global and regional brands including Formula E, Royal Caribbean, Assist Card, Bilzin Sumberg, Caricap, AFIMAC, ONX Homes, and Park West Gallery.
- Directed local integrated marketing for Formula E's first race at Hard Rock Stadium, managing a \$250,000 budget across media, experiential activations, and partnerships in a two-month window that contributed to a near sell-out event.
- Led Assist Card's United States launch with an approximately \$500,000 annual budget, nearly doubling campaign performance and revenue year over year.

Zimmerman Advertising | Fort Lauderdale, Florida

2022 to 2023

Account Supervisor

- Led planning and campaign execution for McDonald's with a focus on digital growth and performance.
- Supervised local advertising and digital marketing across more than 400 McDonald's locations.
- Managed budgets exceeding \$12 million across television, radio, online video, streaming audio, Snapchat, Twitch, Instagram, and Facebook.
- Helped develop strategies that increased McDonald's app usage by nearly 25 percent year over year.

Eighty West | Miami, Florida

2021 to 2022

Contract Account Manager

- Led day-to-day client work across creative advertising, performance marketing, digital marketing, and sales consulting for primary accounts.
- Led client-success managers and cross-functional teams of designers, developers, and paid-media specialists from concept through measured performance.

ISL Agency | Charlotte, North Carolina and Miami, Florida

2016 to 2021

Marketing Director | Business Development and Marketing Coordinator

- Led agency marketing and client campaigns for sports and brand partners including Nike and FC Barcelona.
- Managed creative, performance, and organic-content teams across multiple accounts.
- Delivered more than \$3 million in sponsorship and ticketing revenue.
- Coordinated nationwide FC Barcelona camp messaging across web, social, email, and experiential work while supporting partner activations and agency prospecting.

CORE CAPABILITIES

Account management | Client services | Integrated campaign leadership | Marketing strategy | Program and budget management | Team leadership | Client communication | Paid media and performance | Analytics and reporting | Business development | AI-enabled operations

TECHNOLOGY AND PLATFORMS

AI-enabled operations: Claude | OpenAI GPT family | Codex | Firecrawl | Multi-agent orchestration | Custom skills and evaluation frameworks | APIs and integration protocols

CRM and automation: HubSpot | Marketo | Klaviyo | Segment | Zapier | Airtable

Advertising and analytics: Google Analytics | Google Tag Manager | Google Ads | Meta Ads Manager | LinkedIn Campaign Manager | Looker | Tableau

Web and delivery: Next.js | Vercel | Supabase | WordPress | Shopify | Wix

Creative and operations: Adobe Suite | Google Workspace | Microsoft Suite | Excel | Asana | Monday.com | Trello | Notion | ClickUp | Slack

EDUCATION

Master of Science in Management, Sports Management | Wilmington University, 2016 | NCAA Division II athlete

Bachelor of Arts, Interdisciplinary Studies | University of South Carolina Upstate, 2013 | NCAA Division I athlete