

PROFILE

Whit Dubo turns buyer behavior, performance data, and AI into systems that grow revenue. She brings 10+ years across paid media, ecommerce, Amazon, YouTube, Connected TV, Pinterest, CRO, analytics, and SEO/AEO — and encodes that experience into practical AI systems small teams can use. Open to select remote senior individual-contributor, fractional, contract, and project-based engagements.

10+ years performance and digital marketing	\$500K+ managed marketplace revenue goal, reached 4 months early	7.22× verified ROAS	12+ AI systems built
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CAREER STORY

Live television & broadcast

Production experience at a network television affiliate — camera, teleprompter, floor direction and graphics under live deadlines.

Community & social strategy

Managed social communities and publishing calendars for a Fortune 500 consumer brand at a global creative agency.

SEO & ecommerce marketing

Technical and content SEO, Google Ads, social and ecommerce storytelling for a luxury home goods brand.

National digital advertising

Managed national Google Ads, YouTube and Connected TV campaigns for a national healthcare brand — funnel design, creative testing and lead quality.

Amazon marketplace leadership

PPC, organic ranking, listings, A+ content, storefront, forecasting and inventory intelligence; reached a \$500K+ managed revenue goal four months early at 7.22× ROAS.

Practical AI systems

Builds AI systems for competitor intelligence, research, listing and copy optimization, campaign reporting, forecasting and creative production.

SELECTED RESULTS

Marketplace growth. \$500K+ managed revenue goal four months early; 7.22× ROAS; ~85% average margin. Managed employer revenue, not personal income.

Discovery vs. conversion. 30-day study: 1,927 Pinterest-attributed visitors and 17 signups (~0.88%) versus Skool Network at ~2.08% conversion.

AI visualization system. Three source PDFs turned into 40 cohesive renders of a 6,500 sq ft estate with a reusable prompt and QA framework.

Whit Dubo — Executive Profile

CORE CAPABILITIES

- Performance marketing strategy across search, video and marketplace media
- Amazon marketplace growth spanning ads, SEO, content and operations
- SEO/AEO, ecommerce discovery, conversion and buyer-behavior analysis
- Creative direction informed by channel performance
- Analytics, testing, reporting and forecasting
- AI workflows and applications built around real operating frameworks

CREDENTIALS

- President's Marketing Award
- Google Analytics Certification
- YouTube Music Certification

WAYS TO WORK TOGETHER

Custom Mega Prompts	from \$297
1:1 Strategy Intensives	from \$497
Custom Build Blueprints	from \$1,500
App Foundations	from \$3,500
Monetized Product Systems	from \$7,500
Private Build Partnerships	from \$15,000

Outcome-based, defined scope, async-first. Current pricing and details:
startwithwhitdubo.lovable.app/offers

CONTACT

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