

Eric S. Chapman

Senior marketing manager and marketing director

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Marketing leader with 15+ years of experience driving double-digit growth through paid media, organic search, and advertising that reaches the right audiences. Helped turn a 15-person startup into a \$25M business with 150+ employees. I balance strategy and execution, build teams that bring out individual and collective strengths, and manage agencies as a trusted partner.

Experience

Apex Service Partners

March 2024 to present

Senior SEO Strategist, Marketing Manager

Brought on to define unified brand and voice standards across 50+ HVAC, plumbing, and electrical brands and 90+ locations after acquisition, so every brand delivers consistent messaging and customer experience.

- Lead enterprise SEO and content strategy for 50+ brands: audits, keyword research, technical improvements, and competitive analysis.
- Oversee paid search, managing external agencies and channel allocation decisions.
- Delivered a **40.5%** year-over-year increase in Google Business Profile leads, with a **46%** lift in bookings and **53%** more completed jobs, through local SEO and conversion strategy.
- Grew website-driven leads **6.7%** year over year while raising booking rate to **41.1%**.
- Established individual brand voices and built style guides so messaging stays consistent as the group scales.
- Design and launch data-driven multi-brand campaigns that strengthen local search, reduce paid media reliance, and grow traffic and lead volume.
- Played a key role in **2** successful company sales (Frontier and Haley), supporting due diligence with performance reporting, market visibility insights, and digital infrastructure work.

Frontier Service Partners

September 2021 to March 2024

Marketing Manager

Kept an organizational transition seamless by refining messaging, speeding up campaign execution, and standardizing the brand framework across 4 regional offices.

- Directed multi-channel content and paid search strategy for the brand, and supported strategy for 2 more brands across web, email, blog, and social.
- Built lean marketing plans and budgets that consistently beat industry benchmarks.
- Increased customer lifetime value and doubled customer retention to **61%** through CRM programs.

Areas of focus

- Brand positioning
- Messaging development
- Go-to-market strategy
- Consumer and market research
- Omnichannel marketing
- Enterprise SEO Local search
- Paid search Paid media
- Performance reporting
- Cost per acquisition
- Agency management
- Lead generation Affiliate marketing
- Client retention

Certifications

AMA Professional Certified Marketer (PCM®), Marketing Management
AMA Marketing Management Bootcamp
Google Ads Search
Google Analytics
Google Conversion Optimization
Conductor Intelligence

Education

Associate of Science, Networking Infrastructure and Administration
Baker College of Flint

Beyond work

Certified Meditation Teacher, The Meditation Organization
Published poet and essayist
Photographer of Midwestern landscapes

- Lifted audience engagement through content audits, website redesigns, and new brand launches.

Haley Mechanical

December 2011 to September 2021

Marketing Manager

Scaled from a 15-person startup to a \$25M, four-location business with 150+ employees, partnering with executives to position the company for private equity acquisition.

- Raised Google Ads click-through rate to **3.5%** and Facebook to **2.5%**, tying every campaign to business goals.
- Introduced SEO, local listings, and content marketing, reducing paid media dependency and strengthening long-term lead generation.
- Strengthened vendor relationships and negotiated better contracts and pricing.

Prior organizations

Innovative Research Biotech, Centurion Medical Products