

ADAM TYREE FINCH

ORGANIC GROWTH LEADER | SEO, AEO & CRO

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EXECUTIVE PROFILE

Organic growth and healthcare digital marketing leader with 15+ years of progressive experience, including 10+ years advancing search and conversion-focused digital experiences and 6+ years leading a multidisciplinary digital marketing function. Builds SEO, Answer Engine Optimization (AEO), and Conversion Rate Optimization (CRO) programs that connect technical site strategy, authoritative content, analytics, and experimentation to measurable growth. Brings 12+ years in healthcare and public health across DataSpring, powered by CAQH; AARP; Amazon Pharmacy; CDC; NIH; and the National Cancer Institute, reaching clinicians, providers, health plans, consumers, and other high-consideration audiences.

CORE EXPERTISE

Organic Growth Strategy | Technical SEO, Site Architecture & Domain Migration | Answer Engine Optimization (AEO) & LLM Visibility | Conversion Rate Optimization (CRO) & A/B Testing | Content Strategy & Topical Authority | Web Analytics, Attribution & ROI | HubSpot CMS/CRM, GA4 & GTM | UX & Information Architecture | Healthcare & Public-Health Marketing | Team, Agency & Vendor Leadership

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Manager | DataSpring, powered by CAQH May 2020–Present

- Lead the team responsible for organic growth across SEO/AEO, content strategy, UX, CRO, paid search, and web analytics; align internal stakeholders, agencies, and vendors around roadmaps, budgets, experimentation priorities, and performance.
- Built the business case and led strategy and execution for a companywide rebrand, HubSpot website relaunch, and domain migration, driving 25% more users, a 50%+ improvement in average Google rankings, and 30% year-over-year growth in LLM mentions and AI-referred traffic.
- Built a pillar-page and thought-leadership strategy that earned multiple #1 organic rankings; established AEO measurement for LLM visibility and AI-referred traffic while integrating generative AI into content research, optimization, and analysis workflows.
- Directed audience research, user testing, content strategy, information architecture, and conversion optimization that doubled the primary conversion rate and increased average session time by 150%; ongoing programs sustained a 2x increase in demo-request conversion.
- Used HubSpot smart content and known-audience data to launch a personalized homepage for providers and clinicians, increasing login rates 25% and creating a clearer pathway to high-value services.
- Develop audience-specific journeys for health plans, providers, clinicians, vendors, and government stakeholders, translating market research, behavioral data, and business goals into relevant content and high-intent digital experiences.
- Guide CMS, CRM, marketing automation, and measurement strategy across HubSpot, Salesforce, GA4, Google Tag Manager, A/B testing, and Demandbase; turn search, campaign, and audience data into roadmap priorities, investment decisions, and executive recommendations.
- Created a phased go-to-market and paid-search strategy for the DataSpring launch, managing a six-figure budget across brand-transition and healthcare-data campaigns tied to qualified pipeline and reallocating investment based on lead quality and performance.

Senior UX Strategist | Social Driver

Feb 2020–May 2020

- Advised client teams across concurrent digital strategy engagements, including Amazon Pharmacy, Zero to Three, and the Digital Licensee Coordinator.
- Led discovery, audience journey mapping, site architecture, wireframing, and content strategy to connect customer insight and business priorities to conversion-focused web experiences.
- Partnered with client stakeholders, developers, designers, and content specialists to define requirements, manage dependencies, and deliver implementation-ready recommendations.

Web Producer & Content Marketing Consultant (1099) | AARP

Oct 2015–Oct 2019

- Led day-to-day platform, content, and customer-experience initiatives as an embedded consultant to AARP's Staying Sharp team, supporting its flagship consumer brain-health platform.
- Designed conversion journeys and landing pages for the platform's 2.0 release, increasing the primary conversion rate by more than 50%.
- Led SEO and content optimization that earned the #1 Google ranking for "brain games," expanding organic discovery of AARP's brain-health content.
- Partnered with stakeholders, content experts, and vendors to deliver health-content and video programs; also designed Memory Palace AR, an accessible augmented-reality memory experience.

Digital & Social Media Specialist | Westat

Feb 2013–Oct 2015

- Developed digital communication and participant-recruitment strategies for CDC, NIH, and National Cancer Institute teams, translating complex public-health priorities for consumer audiences.
- Generated more than 200 million earned and paid impressions for CDC flu-vaccination initiatives through a highly cost-effective, integrated campaign program.
- Analyzed campaign and audience performance, converting findings into recommendations that improved channel strategy, resource allocation, and results.

EARLIER EXPERIENCE**Digital Marketing Consultant | Giant Pictures**

Feb 2012–May 2012

- Analyzed digital performance and developed marketing and social strategy recommendations for a new entertainment platform and related business initiatives.

Marketing Associate / Video Media Manager | Heatwave Interactive

Jan 2011–May 2012

- Promoted into a broader marketing role; executed integrated campaigns that grew a new product's Facebook audience from zero to 120,000+ and directed 300+ promotional videos supporting engagement and growth.

EDUCATION & RECOGNITION**St. Edward's University** — MBA, Digital Media Management

2012

Trinity University — BA, English; Minor in Political Science

2006

Flatiron School — Full-Stack Web Development Program

2020

Recognition: Two-time Hermes Creative Awards winner for excellence in digital campaigns.