

Larry Sheckell

ASSOCIATE, MARKETING

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KNOWN FOR:

Performance-
Based
Marketing

Multi-Channel
Campaign
Integration

Team
Development
& Operations
Scaling

Creative
Problem
Solving

A results-driven digital marketing strategist and performance optimization expert with more than two decades of experience leading cross-functional teams, Larry is devoted to building scalable marketing operations that deliver measurable results for businesses across diverse industries.

Larry is a creative, systems-oriented marketing leader with comprehensive experience across agencies, startups, and in-house environments. He guides businesses to achieve sustainable growth through integrated digital strategies that combine SEO, paid advertising, content marketing, and conversion optimization. His expertise spans leading teams, streamlining workflows, and developing full-funnel strategies that convert prospects into customers.

EXTENSIVE EXPERIENCE IN:

SEO Strategy & Technical Implementation

PPC & Google Local Services Ads

Lead Generation Campaigns

Sales Funnel Development

Larry has led digital marketing initiatives for dozens of small- to medium-sized businesses in both the B2B and B2C spaces, and across industries that include home services, retail, healthcare, real estate, and many others. His proven track record includes building marketing operations from the ground up, developing proprietary CRM systems, and significantly increasing team output. He excels at both strategic leadership and hands-on execution, all while maintaining focus on measurable performance outcomes.

He earned his Associate of Arts in Business Administration from Southern Ohio College.



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