

LANCE ADCOCK

St. Augustine, Florida / 904-439-3559 / lancebradleyadcock@gmail.com / www.lanceadcock.com

PROFESSIONAL PROFILE

Multidisciplinary digital marketing and creative operations leader with 20+ years of experience connecting strategy, web, paid media, design, video, 3D, automation, and reporting. Builds complete marketing systems — from positioning and campaign creative to landing pages, CRM workflows, content production, launch, and optimization. Known for translating complex ideas into clear, persuasive customer experiences and repeatable production processes.

CORE CAPABILITIES

Marketing Strategy & Campaigns

Positioning, integrated campaigns, Google Ads, Meta Ads, content planning, testing

Web & Conversion

Webflow, landing pages, HTML/CSS, UX, copy, forms, funnels, SEO/SEM assets

Creative Production

Adobe Creative Suite, graphic design, video, motion, animation, 3D, presentations

Automation & CRM

GoHighLevel, email/SMS workflows, lead routing, pipelines, booking, follow-up systems

Creative Operations

Campaign planning, templates, asset systems, documentation, deadlines, cross-functional delivery

Analytics & AI Workflows

Performance reporting, funnel analysis, rapid prototyping, AI-assisted content and versioning

PROFESSIONAL EXPERIENCE

Founder / Digital Marketing & Creative Operations

DadsPaidAds.com — St. Augustine, FL

2022 – PRESENT

- Build integrated marketing systems that connect positioning, websites, landing pages, paid advertising, CRM automation, creative production, customer follow-up, and performance reporting.
- Plan and produce campaign assets across Google, Meta, email, social, web, video, and sales enablement — moving work from strategy through launch and iteration.
- Develop repeatable lead-generation and nurture workflows using forms, pipelines, email/SMS automation, appointment booking, reputation management, and reporting dashboards.
- Create conversion-focused websites, videos, graphics, 3D visuals, presentations, and AI-assisted content systems for local businesses, home services, financial professionals, churches, and product concepts.

Marketing Director

The Original Granite Bracket — Florida

2024

- Led product storytelling and multimedia marketing through 2D/3D graphics, video shoots, editing, digital content, and campaign assets for a specialized construction-products brand.
- Translated technical product features into clear visual communication for customers, dealers, and digital audiences while supporting web, social, and promotional initiatives.

3D Photographer / Digital Production

VantagePoint3D — Florida

2022

- Produced 3D capture and visual assets while supporting digital presentation, customer communication, and production workflows.

Senior Graphic Designer

AutoLoop — Florida

EARLIER CAREER

- Created animated web banners, email campaigns, instructional videos, PowerPoint presentations, and digital marketing assets within a fast-moving automotive technology environment.

Volunteer Content Producer

Champion Church — St. Augustine, FL

CURRENT

- Support church communication through video, graphics, social content, and story-driven creative resources designed to make teaching clear, memorable, and useful for families.

CAREER HIGHLIGHTS

- Production contributor on **Jimmy Neutron: Boy Genius**, which received an Academy Award nomination for Best Animated Feature.
- Lighting leadership experience on **Barnyard** and motion-graphics production experience for **Lost Tapes**.
- More than two decades working across animation, 3D, lighting, graphic design, web, video, marketing, business development, and operational systems.

SELECTED SYSTEMS & PROJECTS

MARKETING OPERATIONS SYSTEM

Home Service Growth OS

Mapped the customer journey from lead through estimate, job, payment, review, and referral. Connected campaign strategy, CRM, automation, content, and reporting into one practical operating model.

PRODUCT STRATEGY + AUTOMATION

BidBack

Developed positioning, messaging, interface concepts, campaign creative, and follow-up logic for a product designed to help contractors recover unclosed estimates through systematic customer communication.

CONTENT OPERATIONS + CREATIVE DIRECTION

Mission Force 22

Designed a repeatable system that turns a sermon or Scripture theme into coordinated lessons, volunteer guides, family resources, visuals, presentations, and animation-ready content.

INTEGRATED CAMPAIGN SYSTEM

Jesus Calms the Storm Story Echo Kit

Created a connected ministry experience spanning lesson strategy, interactive story cues, printables, slides, games, parent take-home tools, and an animation production brief around one central message.

PRODUCT CONCEPT + UX

Worth

Developed a digital product concept around decision clarity and value, including positioning, user flow, interface direction, messaging, and launch-oriented presentation materials.

PRODUCTION INNOVATION

AI-Assisted Creative Workflow

Built a human-directed workflow for strategy, concepting, visual generation, copy variants, design refinement, channel versioning, and quality control — accelerating production without lowering standards.

ADDITIONAL EXPERIENCE

Business Development Manager

PayKings.com

- Supported merchant-services growth, customer communication, chargeback-related workflows, third-party integrations, and digital marketing initiatives.

Warehouse Manager

Hobby Lobby

- Managed warehouse operations, workflow coordination, inventory movement, and day-to-day execution in a high-volume environment.

2020

EDUCATION & TECHNOLOGY

A.A.S., Computer Animation

The Art Institute of Dallas — Dallas, TX

Multimedia Studies

Texas State Technical College

Silicon Graphics Studio

Software Training

Platforms & Tools

Adobe Photoshop, Illustrator, InDesign, Premiere Pro, After Effects; Webflow, HTML/CSS, WordPress, Shopify, ClickFunnels; Google Ads, Meta Ads; GoHighLevel, email/SMS automation, CRM pipelines; presentation design, 3D visualization, AI-assisted creative production.

HOW I WORK

01

Clarify

Define the audience, business goal, message, and constraints.

02

Build

Create the campaign, website, content, creative assets, and workflow.

03

Connect

Link media, forms, CRM, automation, follow-up, and team processes.

04

Improve

Review performance, identify friction, test changes, and document learning.

Strategy to execution: websites, campaigns, creative, automation, and reporting — **managed as one connected operation.**