

ADAM TURETSKY

Digital Marketing Director | AI-Powered Systems & Automation

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PROFESSIONAL SUMMARY

Digital Marketing Director and creative leader with 10+ years setting strategy, building teams, and owning outcomes across regulated, competitive industries — experienced across the full scope of a Head of Digital Marketing, Marketing Director, and Creative Director role. Combines executive-level brand judgment — a decade of graphic design and creative direction — with a modern edge most marketing leaders lack: the ability to design, build, and launch AI-powered platforms end-to-end, from customer data infrastructure and marketing automation to HIPAA-compliant AI workflows for healthcare clients. Works at the system level, defining the logic, data flows, and user experience, and directs AI to handle the build — taking initiatives from concept to live, revenue-generating launch in days instead of quarters.

CORE COMPETENCIES

Leadership: Marketing strategy & creative direction • client relationship & account ownership • team building, hiring & mentorship • vendor & manufacturer negotiation • budget & production ownership • cross-functional & stakeholder communication

Digital Marketing: Full-funnel campaign strategy • SEO (search engine optimization) & GEO (AI search optimization) • email marketing & CRM segmentation (RFM modeling) • marketing analytics & attribution • paid media (Meta Ads, Google Ads) • social media marketing • content marketing • e-commerce

Graphic Design & Brand: Creative direction • brand identity & brand management • packaging design • UI/UX & responsive web design • Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere) • Figma • Canva • typography & layout

AI & Marketing Technology: AI-powered application development • AI workflow & agent design • marketing automation (HubSpot, Mailchimp) • HIPAA-compliant AI systems for healthcare • generative AI content production at scale • customer data platforms (CDP) • Google Analytics • WordPress

Digital Systems & Automation: AI-powered web platform development • customer databases & data infrastructure • API & live data feed integrations • automated data collection & workflow automation • web deployment & site management

PROFESSIONAL EXPERIENCE

Director of Digital Marketing & AI Systems

Aug 2022 – Present

PalmView Management — Boca Raton, FL (digital marketing & web development agency)

- Set marketing and creative strategy for a client portfolio spanning healthcare, automotive services, hospitality, and real estate/title services — owning client relationships, brand direction, and delivery outcomes across the account base.
- Build and launch client websites and web applications end-to-end using a proprietary AI-powered build process, compressing delivery timelines from months to days while maintaining full-agency polish.
- Designed a HIPAA-compliant AI adoption roadmap for a medical practice client — compliant vendor evaluation, Business Associate Agreement chains, protected-health-data flow controls, and phased AI workflow rollout paired with SEO and AI-search strategy.
- Built customer data and retention infrastructure for an upscale hospitality client: QR-code check-in system feeding a custom guest database with RFM scoring, powering automated lapsed-guest win-back and email campaigns.
- Lead technical SEO programs — competitive landscape analysis, site architecture and indexing remediation, and keyword strategy — tied directly to lead generation and revenue goals.
- Direct end-to-end consumer product development — concept, sourcing, prototyping, manufacturer negotiation, and launch — alongside packaging, print, and social content across all client touchpoints.
- Build and mentor the creative team, setting standards for design execution, AI-augmented workflows, and process optimization.

Partner & Creative Director

Jul 2017 – Aug 2022

Seven Consulting LLC — Denver, CO (cannabis brand & product development studio)

- Co-founded and led a cannabis-focused creative and product development studio — owned business development, hiring, vendor negotiation, production budgets, and quality assurance across recreational and hemp product lines.

- Served as creative director across every client engagement: brand identity systems, packaging design, and launch campaigns executed hands-on in Adobe Illustrator, InDesign, and Photoshop.
- Directed end-to-end development of pre-roll and infused product lines — concept, formulation, prototyping, sourcing, grow-operation coordination, and licensed kitchen production.
- Drove digital marketing and go-to-market for every launch — e-commerce presence, social media strategy, and content programs built within strict advertising restrictions on cannabis brands.
- Translated evolving state regulatory requirements into compliant packaging and marketing that still stood out on shelf, becoming the studio's signature competitive advantage.
- Built and led a multidisciplinary team across design, packaging, compliance, and operations, delivering scalable co-packing programs with licensed cultivators and manufacturers.

Marketing & Communications Associate

Apr 2014 – Jul 2017

Norwegian Cruise Line

- Produced sales presentations, promotional materials, and campaign visuals in Photoshop and InDesign, supporting brand messaging across a high-volume national marketing calendar.
- Partnered with marketing teams on campaign strategy, seasonal promotions, and service launches, aligning customer needs with the right offers.
- Built long-term customer relationships that drove repeat bookings and brand loyalty; led customer-facing workshops and product education sessions.

SELECTED DIGITAL PLATFORMS (BUILT, LAUNCHED & OPERATED SOLO)

- **WAKE — Live Cruise Tracking Platform** — Production web platform ingesting real-time maritime vessel data via streaming APIs, with automated itinerary data collection, custom database backend, and 16 integrated live port-camera feeds; live in production with an affiliate monetization strategy.
- **SnapBanquet — Event Photography SaaS** — QR-code guest photography platform with per-guest pricing and a white-label reseller model targeting wedding photographers; owned brand, product design, the complete build, and go-to-market.
- **Liquid Catalyst — Real-Time Market Scanner** — Momentum scanner consuming institutional-grade live equity market data with automated breakout detection and voice alerting; built for commercial licensing.
- **Interactive Digital Wine List** — Guest-facing hospitality web app presenting 500+ wines with sommelier picks and value badges, generated from structured source data with a dark luxury UI.
- **Quantitative Analytics Engine** — Automated data pipelines for market data ingestion, probability modeling, and performance tracking.