Henry Melendy

Marketer and builder: paid media, lead generation, websites, web apps and AI tools

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Summary

Digital marketer with a decade running paid acquisition and lead monetization programs, built on seven years implementing enterprise workflow systems across a national office network. Hands-on across the full lead lifecycle: paid social and paid search acquisition, ping post distribution and real-time buyer routing, e-commerce growth on Shopify and Amazon, local SEO and Google Business Profile optimization, and conversion-focused websites with end-to-end attribution. Strongest in client-facing roles, including consultative selling, account relationships, and applied sales psychology in the room and in the ad creative. Early and practical adopter of AI-assisted production workflows.

Taking on freelance projects now, and open to the right full-time role.

Core skills

Client & Sales. Account management and client presentation, consultative and face-to-face selling, sales psychology applied to both conversation and ad creative, retention and relationship growth.

Paid Media. Meta Ads, Google Ads, campaign strategy, budget management, creative testing, CPL optimization.

Lead Distribution. Ping post architecture, real-time bidding and acceptance logic, buyer API integrations, filter-based routing, lead quality management and return handling.

Lead Generation. Funnel design for both customer and recruitment campaigns, webinar and live Q&A conversion formats, landing page CRO, call tracking, source attribution, TCPA-compliant capture and consent records.

E-commerce. Shopify and Amazon FBA traffic and conversion, product launch, direct-to-consumer offers.

SEO & Local. Keyword research, technical audits, structured data, Google Business Profile and Map Pack optimization, multi-location SEO, generative engine optimization (GEO) for visibility in AI search.

Analytics. Performance analysis and attribution across paid channels, conversion tracking, call and form source attribution, client reporting. Working knowledge of GA4, Google Tag Manager and Looker Studio.

Marketing Tech. HubSpot, SEMrush, Ahrefs, email segmentation and testing, CRM integration.

AI Workflow. Claude Code for building production applications including client dashboards, attribution tooling and reporting interfaces; AI integrated into research, content and daily delivery.

Systems & Training. Enterprise software implementation, multi-office rollout, end-user training, process documentation.

Experience

Eproductmine, LLC
Founder & Chief Executive Officer

Melrose, FL · 2015 – Present

Boutique performance marketing agency.

- Run a boutique agency serving clients across solar, home improvement, e-commerce and local services, alongside proprietary direct-to-consumer coaching and service offers.
- Own every client relationship personally, including pitching, scoping, presenting performance, and retaining accounts. Sold and delivered proprietary coaching and service offers direct to consumer, applying the same sales psychology in conversation as in ad creative.
- Operate in ping post environments for lead distribution: real-time posting to multiple buyers, bid acceptance and fallback logic, filter and geo-based routing, and buyer API integrations.
- Manage lead quality end to end: buyer scorecards, return and credit handling, duplicate and fraud screening, and consent capture meeting TCPA requirements.

- Scaled e-commerce brands from launch to over $2M in sales, driving traffic and conversion across Shopify and Amazon FBA.
- Manage paid media budgets of six figures a month across Meta and Google. Entered the solar vertical in 2017 and have run paid acquisition there continuously since.
- Built and executed high-converting recruitment funnels for a home improvement client, using paid campaigns with webinar and live Q&A sessions to recruit virtual sales professionals into their sales network.
- Currently delivering a four-location senior living portfolio: umbrella site with per-location pages, per-location call tracking, and a shared lead dashboard, structured so each location retains its own Google Business Profile and local ranking signals.
- Build custom client applications with Claude Code, including lead dashboards, call and form attribution tooling, and reporting interfaces deployed to production.

My Yard Farm, LLC
Founder
Orlando, FL · 2008 – 2015

- Founded and led a consulting and controlled-agriculture business, growing from residential edible landscape design into the design, build and ongoing management of showcase farm spaces for hospitality clients including Marriott Grande Lakes, Marriott World Center, Marriott Orlando Airport and Hilton properties.
- Won and held those hospitality accounts personally, pitching executive chefs and property leadership, and managing the relationships through design, installation and ongoing service.
- Scaled operations to a 30,000 sq ft greenhouse facility producing microgreens and heirloom tomatoes, distributed to hotels, restaurants, grocery wholesale, and a company-owned retail grocery store in Winter Park, FL.
- Launched the company's first paid social campaigns, using Facebook Ads to build local subscription demand for weekly food boxes, which was the entry point into a digital marketing career.
- Exited in 2015 to focus on digital marketing full time; business partner continued the build and maintenance division under a rebrand.

LandAmerica, National Commercial Services
Business Analyst & Implementations Specialist
Orlando, FL and Richmond, VA · 2001 – 2008

- Hired into the Orlando National Commercial Services office; promoted within two years to corporate headquarters in Richmond, VA, working remotely with one on-site week per month.
- Trained and implemented enterprise-level workflow and software systems across assigned NCS offices in California, the Pacific Northwest, the Northeast, the Midwest and Texas.
- Partnered with office leadership to analyze existing processes, configure systems to local requirements, and drive end-user adoption across a distributed national network.