

THOMAS CARTON, MBA

AI-Integrated Marketing Leader • 4.0 GPA, With Honors

OUTSTANDING STUDENT AWARD

Voted by MBA Faculty | UCO | May 2026

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CORE SKILLS

- AI Workflow Automation
- Go-to-Market Strategy
- Team Leadership
- Account Management
- Performance Marketing
- Content Strategy
- Paid Media (Meta & Google)
- Growth Marketing
- Email Marketing (Klaviyo)
- SEO & Organic Growth
- Lead Generation
- Brand Strategy

AI & TECH TOOLS

- Claude Code
- Cowork (Anthropic)
- Human-in-the-Loop Design
- Agentic AI Frameworks
- Workflow Automation

PLATFORMS & SOFTWARE

- Meta Business Suite
- Google Ads Manager
- HubSpot
- Klaviyo
- Adobe Premiere Pro
- After Effects

EDUCATION

Master of Business Administration

Univ. of Central Oklahoma
Graduating May 2026

4.0 GPA | With Honors

Outstanding Student Award

BA, Marketing & Entrepreneurship

Wilkes University | 2016

CERTIFICATIONS

- HubSpot Inbound Marketing
- Google Ads AI-Powered Performance Ads
- LinkedIn Marketing Solutions Fundamentals
- Meta Media Buyer Professional Certification

KEY RESULTS

- +1,072% Revenue Growth
- 64.6M+ Video Impressions
- +2,235% Meta ROAS
- +4.86x Organic Traffic YoY
- \$8M+ Ad Spend Managed
- 14-Person Team Led

PROFESSIONAL SUMMARY

Marketing leader and AI workflow architect with 10+ years managing enterprise accounts from \$50M to multi-billion in annual revenue across agency and in-house environments. Graduating May 2026 with an MBA, 4.0 GPA, With Honors, and Outstanding Student Award — positioned for senior marketing management or AI enablement leadership, with a proven record of translating emerging AI capabilities into scalable workflow systems.

CORE COMPETENCIES

- | | | |
|---------------------------|-----------------------|-------------------------------|
| AI Workflow Automation | Go-to-Market Strategy | Team Leadership & Development |
| Human-in-the-Loop Systems | Performance Marketing | Digital Transformation |
| AI Adoption & Enablement | Strategic Planning | Stakeholder Management |
| Change Management | Paid Media Strategy | Buyer Persona Development |

EXPERIENCE

Saxum Marketing

August 2025 - Present

Marketing Strategist

- Manage enterprise accounts from \$50M to multi-billion in annual revenue as primary account manager across strategy, execution, and client relationships.
- Mapped 200+ pain points, 120+ opportunities, and 220+ solutions through buyer persona development and GTM research for a key client.
- Authored 20+ thought leadership articles and hundreds of brand content pieces, building executive voice and market authority at scale.
- Build automated marketing systems using a human-in-the-loop framework for scalable, high-quality content production.
- Lead team-wide adoption of embedded AI tools within the project management system, establishing repeatable workflows across accounts.
- Lead a 3-person intern team — managing goal-setting, workflow integration, and performance — identifying and validating AI business use cases.
- Developed proficiency in Claude Code and Cowork; built Claude skills to accelerate team-wide research, analysis, and content execution.

Tmat Products

July 2024 - January 2025

Marketing Director

- Increased monthly sales by 1,072%, growing revenue from \$31,289 to \$335,522 and driving the company to a multi-million dollar run rate.
- Boosted Instagram followers by 430% and TikTok from 64 to 14,500 through viral content and influencer campaigns.
- Produced 14 viral videos achieving 64.6M+ impressions, including one at 15.5M views, using Adobe Premiere Pro and After Effects.
- Increased Meta Ads ROAS by 2,235% (0.55 to 12.29) and Google Ads ROAS by 686% (3.65 to 25.04) through improved creative and targeting.
- Grew newsletter subscribers 439% from 2,644 to 11,611 via Klaviyo; raised Google Impressions 305% and organic clicks 545% through SEO.

Vertices - Agency

August 2020 - May 2024

Head of Marketing

- Led a 14-person marketing team to YoY revenue growth exceeding 50%, driving strategy across 18 clients in healthcare, IT, retail, and manufacturing.
- Led a full rebranding initiative resulting in a 38% increase in average client billables and securing the agency's first international client.
- Increased organic traffic 4.86x YoY and impressions 6.39x through keyword-targeted content and on-page SEO optimization.
- Drove an 83% revenue increase with 51% additional growth projected for 2024 through data-driven advertising optimization.

STRUCTURED RESUME DATA

"candidate": "Thomas Carton, MBA" · "seniority": "Senior / Leadership-Ready" · "years_exp": "10+" · "available": "May 2026"
"domain_expertise": ["AI adoption & workflow", "B2B & B2C marketing", "agency & in-house", "ecommerce", "enterprise accounts", "content & thought leadership"]
"management": { "largest_team": 14, "current_team": 3, "client_scale": "\$50M–multi-billion ARR" }
"metrics": { "revenue": "+1,072%", "Meta_ROAS": "+2,235%", "organic_traffic": "+4.86x YoY", "impressions": "64.6M+", "ad_spend": "\$8M+" }
"ai_tooling": ["Claude Code", "Cowork (Anthropic)", "human-in-the-loop", "agentic frameworks", "AI sentiment analysis"]
"education": { "degree": "MBA", "gpa": 4.0, "honors": true, "award": "Outstanding Student Award — faculty vote" }
"keywords": ["AI workflow automation", "digital transformation", "go-to-market strategy", "team leadership", "change management", "stakeholder management", "strategic planning", "performance marketing"]