TONI YOUNG

Growth & Marketing Leader
Consumer Acquisition Systems, AI-Enabled Marketing & Revenue Measurement

I build acquisition systems for decisions that change people's lives, and I measure them to the sale, not the lead.

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Growth and marketing leader with 15 years building acquisition systems for companies where the purchase is large and the decision is personal: healthcare, home services, and software. Since 2021 I have served as Chief Marketing Officer of Sanctuary Clinics, owning the complete marketing function for a growing healthcare provider and reporting to the founder; the results include growth from a 17-bed startup to 59 beds with a standing waiting list. Every program I run is measured from first click to closed revenue, with sale outcomes fed back into the ad platforms so budget follows cost per customer, not cost per lead. I have built and led marketing teams of 8 and 11, directed more than $6 million a year in media at peak across the organizations I serve, with eight figures of managed spend over my career, and run AI-assisted marketing operations (Claude Code, Codex) in daily production. Before marketing: twelve years as a software test engineer and a mathematics degree, which is why I treat attribution as an engineering problem.

CAREER HIGHLIGHTS

- **Scaled a healthcare provider from startup to waiting list:** built the complete acquisition system for Sanctuary Clinics; **blended cost per acquisition cut from $6,000 to $2,500** at **$2.4 million a year on one program**; organization grew **from 17 beds to 59 beds** with a 6+ month waiting list, and spend is now capped by bed capacity, not marketing efficiency.
- **Turned around a bootstrapped B2B SaaS as CMO (Dubsado): trial signups +120% in six months**, **trial-to-paid conversion +57%**, **churn cut 30%**, **SEO traffic +210%**, leading a team of 8 plus agencies.
- **Early mover on AI search:** entity and structured-data strategy with sites **cited in Google AI Overviews for hundreds of keywords** and **500+ page-1 rankings** in one of Google's most trust-gated categories.
- **Fixes the whole funnel, not just the ads:** cut cost per qualified appointment **from $1,500 to $200** with a **70% show rate** by re-engineering response, qualification, and follow-up; testing program grew qualified volume **more than 200% year over year**.

CORE COMPETENCIES

Growth Strategy & Positioning · Performance Marketing (Google Ads incl. Performance Max & Demand Gen, Meta) · SEO & AI-Search Optimization (Google AI Overviews, entity SEO, E-E-A-T) · Funnel Design & CRO (50+ funnels; A/B testing programs) · Lifecycle & Marketing Automation (email/SMS; Salesforce, GoHighLevel) · Analytics & Attribution (GA4, call tracking, CRM-stage conversions, executive dashboards) · CAC/LTV & Budget Allocation · Market Sizing & Segmentation (TAM/SAM/SOM) · AI-Assisted Marketing Operations (Claude Code, Codex) · Team Building & Leadership (teams of 8 to 11) · Agency & Vendor Management · Executive Partnership (founders and CEOs, 15 years) · HIPAA-Aware Marketing Operations

EXPERIENCE

Sanctuary Clinics · Greenville, FL | **Chief Marketing Officer** 2021 – Present

My primary seat: full ownership of the marketing function for a mental health and addiction treatment provider, reporting to the founder. (Engaged through my consulting practice, 365 Growth; the scope, accountability, and reporting line are those of an in-house CMO.)

- Run **$2.4 million a year** across Google and Meta with admission outcomes fed back into the platforms; **blended cost per acquisition cut from $6,000 to $2,500**; grew **from a 17-bed startup to 59 beds** with a 6+ month waiting list, scaling spend until the binding constraint became bed capacity, not marketing.
- Built the organic engine: **500+ page-1 rankings** across three websites and sites **cited in Google AI Overviews for hundreds of keywords**; continuous testing program grew qualified volume **more than 200% year over year**.

- Lifecycle email and SMS automation carries every inquiry to admission; dashboards report marketing as revenue to the executive team.

Dubsado · Los Angeles, CA | **Chief Marketing Officer** 2022 – 2024

Led the marketing turnaround for a bootstrapped B2B SaaS (client management platform for creative businesses). (Concurrent consulting engagement.)

- **Trial signups +120% in six months**, **trial-to-paid conversion +57%**, **churn cut 30%** through onboarding and lifecycle fixes; **grew SEO traffic 210%**.
- **Led a team of 8 marketers** plus agency and contractor partners with quarterly planning and performance measurement.

365 Growth · Allen, TX | **Independent Growth Consultant** 2021 – Present

My independent consulting practice, through which my executive seats are engaged; also delivers growth systems for a small number of healthcare, home-services, and software clients.

- Designed and built **50+ complete funnels**, each instrumented (GA4, call tracking, CRM stages as conversions) from first click to closed revenue; directed **$3.6M+ a year** in combined media.
- Built AI-assisted marketing operations (Claude Code, Codex) and speed-to-lead systems; one rebuild cut cost per qualified appointment **from $1,500 to $200** with a **70% show rate**.

Honey Lake Clinic · Jacksonville, FL | **Head of Marketing** 2017 – 2022

Owned the marketing function for a faith-based behavioral health provider. (Concurrent consulting engagement.)

- **Built and led a marketing team of 11** across digital, content, creative, and admissions-facing functions; **100% year-over-year admissions growth for three consecutive years**.

Alpha Recovery Marketing · Austin, TX | **Founder & Director of Growth** 2011 – 2021

Founded and ran a growth firm serving 20+ addiction treatment and behavioral health organizations over a decade; strategy, standards, execution, and P&L.

- Cut client cost per acquisition **40-50% within 6-9 months**, repeatedly; **doubled the qualified VOB (verification of benefits) rate** by re-engineering landing pages, call routing, and intake scripts.
- Earned **page-1 rankings for thousands of transactional keywords** across the portfolio with repeatable playbooks applied account after account.

Oasis Treatment Center · FL | **Director of Internet Marketing** 2010 – 2012

- Directed SEO/SEM across a **120-property web portfolio** generating **$325K+/month in revenue**; built the reporting that tied rankings to revenue per property.

LSI Logic (formerly Agere) · Austin, TX | **Senior Software QA Engineer** 1999 – 2011

Twelve years of automated test engineering: defining pass/fail criteria and building the automated checks that caught failures before release. The origin of how I run marketing today; promoted from intern to senior engineer.

EDUCATION & CERTIFICATIONS

BA, Mathematics (Minor: Computer Science), University of Texas at Austin
Growth Marketing Certificate, CXL Institute · CMO Certificate, CMOx · SEO Specialist, Jimmy Kelly Digital

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