Jamal Rhodes

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September 15, 2026

Mr. Ellison
WakeMed Health & Hospitals
Raleigh, NC

Re: Digital Marketing Specialist

Dear Mr. Ellison,

Your posting mentions paid search for service lines across several campuses. That is close to the account I run today at Pinnacle Home Services, where the same search for "AC repair" means something different in Cary than in Wake Forest, and the campaigns have to reflect it.

I manage about $62K a month across Google Ads, Local Services Ads and Meta for five branches. Last year I split our search campaigns by service and branch, started importing booked jobs from ServiceTitan as offline conversions, and brought cost per booked job from $148 to $109. I also rebuilt our GA4 and Tag Manager setup from scratch, so the Monday dashboard the owners use now shows spend, calls and revenue by location instead of one blended number.

I know hospital marketing works under rules a home services company never faces. Pixels on pages about a patient's condition raise real privacy questions, and consent has to be handled carefully. I would want to learn how your team manages that before changing anything, and I am comfortable measuring success through appointment requests and call volume rather than platform data alone.

If it would help, I can walk you through how the branch-level campaign structure is built. I am in Raleigh and can meet at your convenience.

Sincerely,

Jamal Rhodes