

Will Varner

Rochester, NH | 908-875-0674 | willrvarner@gmail.com | willyv.com | festiviz.com

Marketing professional and founder with 10+ years of experience across digital marketing, live events, and creative production. Currently lead marketing across two casinos and multiple brands, social pages, and websites. Founded Festiviz Media LLC, serving hundreds of clients through digital marketing and content production while building AI systems to automate sales, publishing, and analytics.

EXPERIENCE

Marketing Coordinator, Granite State Gaming & Hospitality | July 2025 - Present

- Drive multi-property marketing as gross gaming revenue grew **27% YoY** from **\$2.76M** to **\$3.52M** (June 2025 - June 2026), led by **33%** growth at Lilac Club.
- Manage and host all major casino events, including 64 Saturday activations totaling **\$73M** coin-in, a **\$60K** Truck Giveaway, **\$100K / \$60K** Phil Hellmuth tournaments, recurring promotions, entertainment, holidays, and charities.
- Grew organic search across 4 websites to **39.8K** Google clicks, **385K** impressions, and **10.3%** CTR; built and managed the Bingo website, generating **13.4K** clicks, **20%** CTR, and a **7.6** average Google position.
- Generated **61.2M+** views across 6 social pages, adding **10K+** followers.
- Oversee a **\$395K+** annual marketing budget while coordinating agency campaigns and KPI reviews.

Founder & President, Festiviz Media LLC | 2019 - Present

- Founded a media and marketing company that has served hundreds of clients across entertainment, hospitality, fitness, and live events, generating **\$100K+** in revenue, including repeat clients generating **\$15K** to **\$20K** each.
- Manage social media for clients across strategy, creative, video production, publishing, and analytics; grew client Instagram reach **564%** from 900 to 6.2K and **786%** from 280 to 2.5K.
- Produced hundreds of original videos and grew Festiviz channels to **10K+** followers and **10M+** views.
- Built a self-hosted AI marketing system automating lead generation, sales, contractor booking, content production, social publishing, and analytics.

ADDITIONAL EXPERIENCE

IT Technician, Granite State Gaming & Hospitality | 2025
Advanced Repair Agent, Geek Squad | 2024
AI Data Annotator, DataAnnotation | 2023
Video & Photo Specialist, Adorama | 2022
Production Assistant, Marvel, MGM, CNBC, Dollywood | 2019 - 2020
Freelance Videographer | 2014 - 2019

EDUCATION

Harvard Extension School, Graduate Coursework, User Experience Engineering | 2026
BFA, Sound Design, Film minor, Savannah College of Art and Design | 2018

CERTIFICATIONS

Georgia Institute of Technology, Computing in Python | 2025
freeCodeCamp, Scientific Computing with Python | 2024
freeCodeCamp, Responsive Web Design | 2024
Avid, Pro Tools Operator | 2018

SKILLS

Marketing & Growth: Campaign strategy, social media, content strategy, SEO, paid media, Google Ads, Meta Ads, email marketing, CRM, audience segmentation, lead generation, A/B testing, marketing analytics, Google Search Console, GTM, CMS and website management, budget and agency management, account management, project management, event marketing, promotions, hosting, public speaking, customer service.

AI & Technology: AI agents and agentic workflows, marketing automation, generative AI, local LLM hosting, MCP, Make, Zapier, Python, JavaScript, HTML/CSS, APIs, JSON, SQL/SQLite, Google Apps Script, SSH, Tailscale, networking, Web3 and blockchain, FFmpeg, Whisper, Jira, Zendesk, AS/400, technical support, hardware/software repair.

Creative & Production: Video production and editing, photography, drone production, graphic design, copywriting, content production, event production, audio production and editing, sound design, Adobe Creative Cloud, Premiere Pro, After Effects, Photoshop, Illustrator, Canva, Avid Pro Tools.