

Green Line Digital

Introduction



Green Line Principles

Human marketing, powered by tech.

01

Experienced operators

02

Clarity over complexity

03

Flexible by design

04

Technology with intent

RHONE
XXX

TULA



ADANOLA

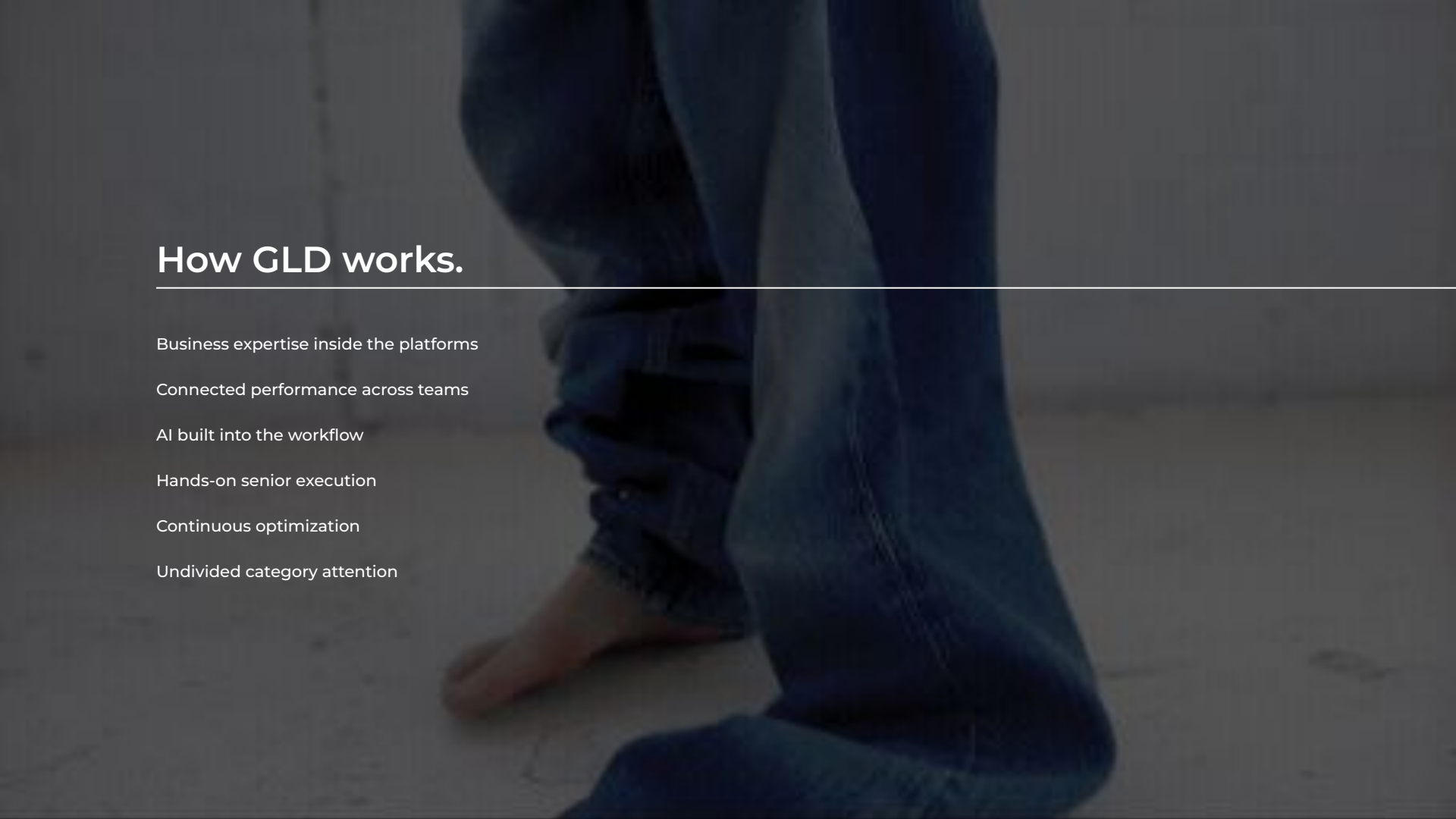
zoe

LVMH
MOËT HENNESSY • LOUIS VUITTON

Sweaty Betty
LONDON

NBC  UNIVERSAL

Janus Henderson
INVESTORS



How GLD works.

Business expertise inside the platforms

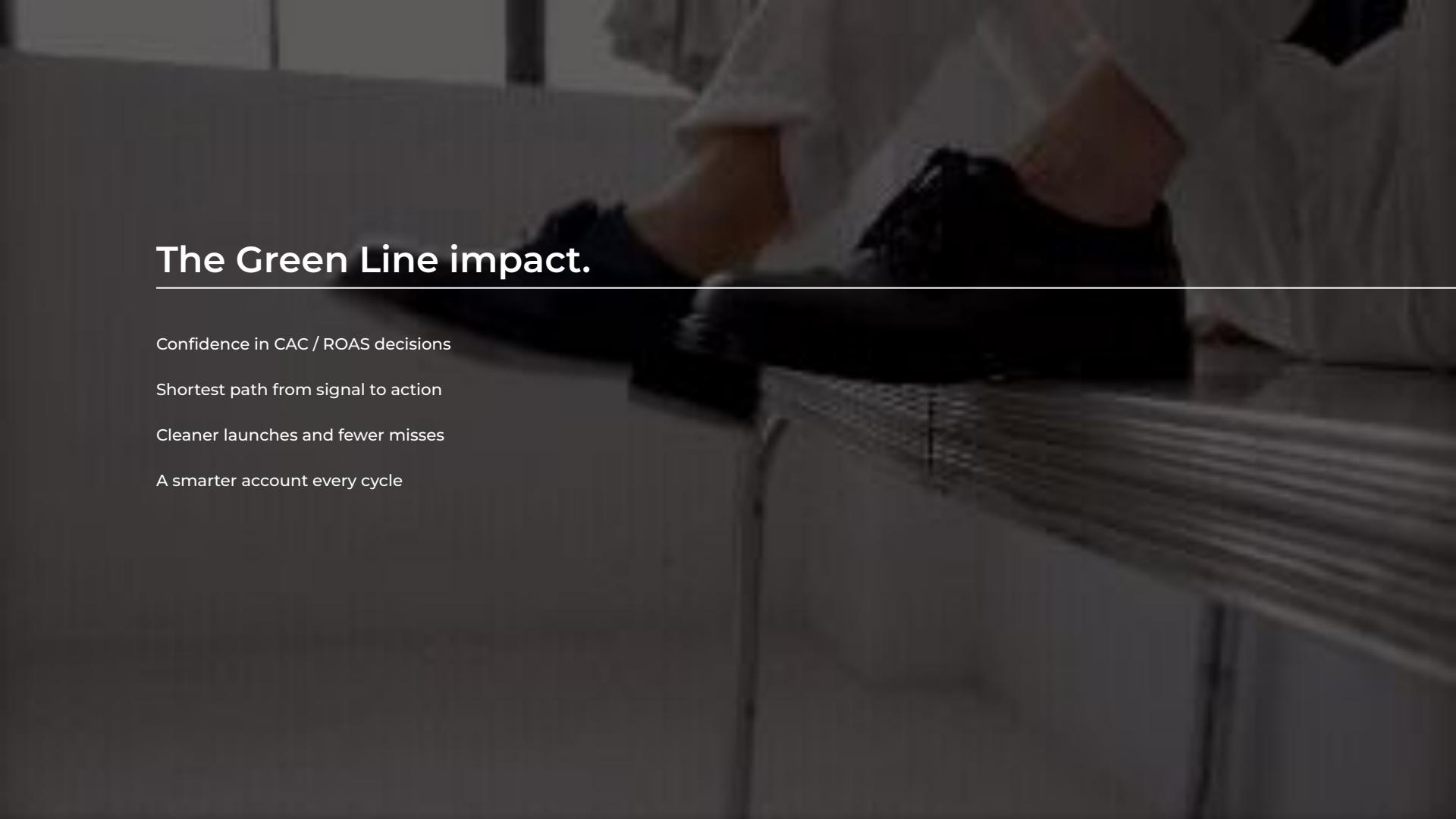
Connected performance across teams

AI built into the workflow

Hands-on senior execution

Continuous optimization

Undivided category attention



The Green Line impact.

Confidence in CAC / ROAS decisions

Shortest path from signal to action

Cleaner launches and fewer misses

A smarter account every cycle

Our products & services.

Our team of subject matter experts bring expertise from all areas of the business to ensure a holistic approach that is optimized across all channels.



Paid Social



SEO



Display



E-Commerce / Amazon Ads



Data + Analytics



Online Video + OTT



Creative



Web Design + Build



Paid Search



Development



Email Marketing

Who we are

The team.



Cristina Priamo

Vice President, Paid Search

Cristina brings 15+ years of experience in paid search and performance marketing. She has worked on luxury & fashion brands including LVMH, Longchamp, Harry Winston, Sotheby's, NetJets, Everlane, Elizabeth Arden & DKNY. She is based in NY.



Philip Johnson

Vice President, Paid Social and Account Lead

Philip has 14+ years of experience in paid social, 9+ years with GLD. He has worked across industries, with a proficiency in ecommerce. He has worked on brands such as Sweaty Betty, Tula, Adanola, Hatch, and Rhone. He is based in Salt Lake City.



Tony Myers

Asst. Director, Paid Search

Tony brings 12+ years experience working in paid search and marketing. He has worked in a wide variety of industries, with a passion for ecommerce. He's worked on brands like Sweaty Betty, Ariat and Rhone. He's based in Atlanta.



Shannon Regan

Paid Social Director

Shannon holds 13+ years of experience in paid social and performance marketing, with expertise in all major paid social platforms. Her key industry focus has been in apparel, including brands such as Nike, Sweaty Betty, Rhone, and Aeropostale. She currently lives in NYC.

Who we are

The team.



Bill Neiswender

Programmatic Media Director

Bill has 16+ years of experience in display and programmatic media, 10 with GLD. He has worked with a wide range of clients like Marc Jacobs, Calvin Klein, Rhone, Banana Republic and platforms to drive success from awareness to cost per action goals. He is based in New Jersey.



Landon Perry

VP, Data & Analytics

Landon has 15+ years experience in digital advertising data and 8 years at GLD. He has worked on brands such as Sweaty Betty, Soul Cycle, Tula, HATCH, Adanola, and Rhone. with a proficiency in data analytics. He is based in the Dallas / Fort Worth area.



Steve Jurken

CEO

Steve has over 20 years of experience in digital marketing and founded Green Line in 2016. As CEO and overall strategic lead, he guides the agency's teams, process development, and client success and has partnered with Marc Jacobs, Fendi, Donna Karan, Bulgari, Rhone, Sweaty Betty, HATCH, Adanola, Glenmorangie, and NetJets.



Michael Newman

Creative Director

Based in Chicago, with over 30 years experience in both print and digital media, Newman brings a proven knowledge of creative strategy, vision, communication, and management. Working with global brands including: Porsche, Rhone, Audi, Missoni, and MOMO.