

Danielle Yuthas

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4915 W. 33rd Ave Denver, CO 80212

OVERVIEW

Certified Franchise Executive (CFE) with 18 years of marketing experience, 12 of which are in franchising. Expert in aligning marketing strategy and results with overall business objectives and engaging stakeholders in order to meet goals. Specialized in scaling lead generation, organic search engine optimization, digital advertising, website development and marketing technology implementation for franchise systems. Leverages background in copywriting and branding to drive marketing strategy. **Named by 1851 Franchise as a Top 25 Marketing Franchise Leader of 2025.**

WORK EXPERIENCE

Main Line Brands

2024-2025

Franchisor of three brands: Mosquito Authority with 255 franchisees, Pest Authority with 40 franchisees and Fitness Machine Technicians with 80 franchisees.

Vice President of Marketing

Marketing strategy and execution for a multi-brand franchisor to drive franchise growth, improve lead quality and enhance brand positioning per brand.

- Establish a national marketing fund for Mosquito Authority.
- Provide marketing strategy for both B2C and B2B customers across all brands.
- Vendor selection and strategy implementation.
- Present to franchisees, the Marketing Advisory Council and Franchise Advisory Councils to establish credibility and show results.
- Meet budgets across each brand and franchise development.
- Develop sales funnels for franchise development candidates.

Empower Brands

2023-2024

Franchisor of 10 brands primarily in the home services space.

Director of Franchise Development Marketing

Lead generation and marketing strategy for prospective franchisees including developing creative, managing digital properties and media spend.

- Tasked with generating 520 leads per month.
- Developed 2 Minute Drills, franchise information guides and one pagers for brokers and candidates per brand.
- Selected vendors and deployed advertising campaigns on Google and social media.
- Built and maintained websites and automated email marketing for franchise development for each brand.
- Provided brand presentations and other support to brokers as needed.

SpeedPro

2018 - 2023

Large format printing and sign franchisor with 122 locations in the United States.

Vice President of Marketing

Marketing strategy, implementation and administration of the marketing fund, which contributed to an increase in sales.

- Developed and scaled a Google ads lead generation program for franchise owners that resulted in an increase in website conversions by 84% YOY.
- Successfully implemented a marketing strategy that franchise owners directly saw results from which led to growing the marketing fund by 95% from 2018 to 2022.
- Successfully rolled out a rebrand to 122 locations resulting in an increase in systemwide sales.
- Integrated CRM and email marketing automation platform with POS resulting in a robust email marketing program that enabled more than 60 franchisees to effectively communicate with clients and close more sales through automated estimate follow up.
- Developed a customer data platform using Segment and Google Data Studio that married point of sale data with marketing data in order to provide transparency on marketing spend and results to franchisees and key stakeholders.

EDUCATION

Executive MBA

Maastricht University, NL

2024 Graduate

Bachelor of Arts

Colorado State University, CO

2003-2007

CERTIFICATIONS

Certified Franchise Executive (CFE)

International Franchising Association

Google Search Ads

Google Academy

ACKNOWLEDGEMENTS

1851 Franchise

Top 25 Marketing Franchise Leader of 2025

VOLUNTEER

International Franchise Association

Marketing Committee

Milestone Internet

Customer Advisory Board

PUBLICATIONS

Franchising World Magazine

The Huffington Post Travel Blog

Colorado Expression Magazine

Confetti Magazine

"Click Here: The Quick-Study Guide to Internet Marketing"

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“Danielle was my VP, Marketing at SpeedPro until after I retired in 2022. She led our marketing at the company and because of her strategic decisions and implementation, we earned a dramatic 60% increase in same store sales over my five years despite a huge 17% drop in 2020 due to the pandemic. More impressive is that we had impressive franchisee engagement with the products and programs that Danielle and her team created, which resulted in a doubling of our owners' EBITDA over those same five-years.”

-- Larry Oberly, Former CEO SpeedPro

WellBiz Brands

2015-2018

Franchisor of health, wellness and lifestyle brands with three brands and nearly 400 locations.

Senior Digital Marketing Manager

Responsible for the management and communication over all digital properties including websites, search engine optimization, digital ads and social media.

- Developed a chatbot that facilitated booking appointments online which resulted in an increase in appointments by 12% in the first 6 months.
- Created and implemented a mandatory digital marketing program for franchisees that resulted in an increase of 147% YOY.
- Developed custom social media engagement guides for three brands resulting in increasing owner participation in social media.
- Created search engine optimization strategy which resulted in a lift in leads from organic search by 29%.
- Selected and implemented email marketing platform and content resulting in franchisees increasing outreach to their clients.
- Spearheaded customer data platform (CDP) project to provide key performance indicators (KPIs) to franchise owners.

Ace Hardware

2013-2014

International retail hardware franchisor with more than 5,000 locations.

Regional Marketing Manager

Supported marketing for 198 Ace Hardware stores in Colorado, New Mexico and Wyoming.

- Launched new line of paint in partnership with Clark + Kensington and supported "Free Paint Saturday" in 198 stores.
- Hosted eight "Grill Your Ace Off" events in the Denver Metro area.
- Advertised grill and grill accessories on social media, resulting in an increase of 7% in grill-related sales.
- Developed promotions and facilitated implementation for 198 Ace Hardware studios resulting in increased participation among franchisees and customer satisfaction.
- Tested marketing plans and promotions with 12 locations before rolling new initiatives out to all regional locations which allowed for smoother implementation and higher adoption.

Unleaded Digital

2008-2013

Global website development firm and advertising agency specializing in e-commerce.

Director of Search Engine Marketing

Led search engine marketing, strategy, implementation and account management for clients.

- Increased average lifetime value of clients by 29% through up-selling search engine marketing services to existing website clients.
- Provided effective strategy and implementation that led to an average retention of search engine optimization clients of 2 years.
- Wrote excellent copy for email marketing and websites for clients that served as a key differentiator from other website development firms which resulted in winning additional customers.