

# Gold Digital x Empathetix Wellness

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## Dylan's Impact at Empathetix Wellness

- Successfully rebuilt and consolidated our two separate websites into one cohesive, streamlined platform, improving clarity for patients and simplifying digital operations for the first and largest medical cannabis card clinic in Utah.
- Elevated overall website structure, messaging, and user flow to better reflect the full scope of our services and strengthen the patient journey from first click to booking.
- Took ownership of our email campaign execution, bringing consistency, strategic structure, and operational reliability to our outreach efforts at scale.
- Helped unify marketing messaging across cannabis, wellness, and specialty services so our offerings feel integrated rather than fragmented.
- Demonstrated exceptional responsiveness and initiative, consistently stepping in to troubleshoot, refine, and optimize without needing to be prompted.
- Brings strong creative energy and forward-thinking ideas while remaining highly collaborative and receptive to feedback.
- Has served as the primary driver and backbone of our digital marketing infrastructure, ensuring consistency, stability, and growth in a high-volume, highly regulated environment.

Dylan has been a stabilizing marketing asset during a critical period of operational transition, helping us maintain momentum while strengthening the marketing foundation of Utah's first and largest card clinic. Even as an external partner, he consistently demonstrates initiative, reliability, and strong alignment with business objectives. His contributions have had a meaningful and lasting impact on both our marketing infrastructure and day-to-day execution.



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