

Performance Minded Digital Marketing

Results-driven and accomplished professional with a proven track record of directing marketing operations, driving revenue growth, and enhancing brand visibility. Proven expertise in market research, competitor analysis, and consumer behavior to identify strategic opportunities. Adept at leveraging digital marketing channels, including social media, SEO, and email marketing to maximize campaign impact. Well-established ability to lead cross-functional teams, optimize marketing budgets, and deliver measurable ROI. Excel at executing highly effective marketing campaigns to drive brand awareness, engagement, and revenue growth. Known for building high-performing teams and fostering cross-functional collaboration to achieve organizational goals.

Areas of Expertise

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| ♦ Marketing Management | ♦ Search Engine Optimization | ♦ Cross-functional Collaboration |
| ♦ Strategic Planning & Execution | ♦ Digital Campaign Execution | ♦ Paid Conversion Rate Optimization |
| ♦ Business Development | ♦ Social Media Marketing | ♦ Team Training & Leadership |
| ♦ PPC Marketing | ♦ Revenue Growth | ♦ Project Management |

Key Accomplishments

- Exceeded target Cost per Lead (CPL) on Google Search by an impressive 40% for a B2B SaaS company.
- Surpassed the target Cost per Lead (CPL) on paid social media by a notable 50% for a general contractor.
- Achieved significant 49% reduction in Customer Acquisition Cost (CAC) for a roofing company.
- Led remarkable 300% increase in reacquiring former subscribers at a streaming company.
- Drove an exceptional 84% increase in inbound phone calls for a general contractor.

Professional Experience

Freelance / Contract
Digital Marketing Specialist

2023-Present

Self Employed

- Leads digital marketing efforts for a variety of clients across various industries. Responsible for taking requirements, building strategy, executing campaigns, reporting on results, and driving desired results.
- Lowered CPL on Google Ads by 40% for legal firm in Colorado
- Managed organic and paid social media roll out for B2C startup. Including production of ad creative, all messaging, and content calendar.
- Increased inbound phone calls to sales center by 7%.
- Boosted open rate for law firm emails by 15%.

Company ceased operations

Initiated creation of a high-conversion WordPress website, orchestrated successful PPC campaigns, and played a pivotal role in expanding the social media presence. Enhanced the Google My Business profile, crafted compelling sales collateral, and fostered strategic corporate partnerships. Managed an internal team of creative professionals and collaborated with an external marketing agency. Transformed company website from a single-page WebFlow site into a high-converting, semi-custom WordPress site, launching with an impressive queue of around 50 SEO keyword-rich blogs.

Spearheaded the development of innovative creative assets and implemented remarketing-based targeting, resulting in a Cost per Conversion approximately 50% below the established target.

Cultivated a robust presence in Google Search, Display, and Video, resulting in a Cost per Conversion approximately 25% below the target set by company leadership.

Elevated profile interactions by 61%, increased phone calls by 84%, and boosted messages and website clicks by 140% and 35%, respectively.

Sling TV (Subsidiary of Dish Network), Centennial, CO
Marketing Lead, Lifecycle Marketing

2019 — 2021

Directed product improvement initiatives targeting former subscribers across multiple cross-functional teams. Hired as the company's first marketer to win back 14M former subscribers. Acquired promotion to oversee all pricing and promotions.

Increased monthly gross add of paid subscriptions from 10% to 48%, achieving significant growth despite a limited budget.

Executed pricing strategy reforms resulting in a 27% increase in the reacquisition of former subscribers.

Launched a highly successful holiday promotion, contributing to a substantial \$12.5M incremental net enterprise value during one of the best activation weeks.

Reversed the loss of up to 9,000 subscribers per day through data-driven analytics, prompting swift leadership action.

Pioneered ad-hoc promotions, guiding other teams on market size and NPV forecasts.

RANDALL-REILLY, Tuscaloosa, AL
Performance Marketing Coordinator

2017 — 2019

Led sales, marketing, and recruiting initiatives for B2B/B2C clients, primarily in heavy machinery, construction, and agriculture sectors. Provided coaching and mentorship to teams. Managed comprehensive digital advertising strategies, encompassing lead generation, pay-per-click, SEM, social media, and display advertising. Offered strategic guidance to the web development team for the optimization of individual landing pages and digital campaigns.

Executed innovative campaigns for Fortune 500 companies, including Exxon, Shell, Chevron, Mack, and John Deere.

Received accolades from clients for exceptional performance in ad impressions, ad clicks, video views, and conversions.

Maintained monthly ad spend 46% under budget, ensuring maximum profitability.

Additional Experience as [Sr. Development Manager \(Jewish Federation of San Diego\)](#) & [Assistant Area Director \(AIPAC, San Diego\)](#)

Education

Master of Business Administration, Major in Business Analytics
Manderson Graduate School of Business, University of Alabama, Tuscaloosa, AL

Bachelor of Arts in International Relations (Middle East & North Africa focus)
The University of Alabama, Tuscaloosa, AL