

PROFESSIONAL SUMMARY

Dynamic and creative professional with two decades of experience in digital marketing and content strategy. Adept at managing multi-channel marketing campaigns, driving engagement, and boosting brand visibility through innovative solutions. Excellent communicator with strong project management skills, proven leadership abilities, and a passion for delivering results in fast-paced environments. Visit jesslerner.com



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LinkedIn
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EDUCATION

Master of Sustainability Leadership

Arizona State University
Graduated in 2020

Bachelor of Communication Arts/Advertising, Marketing Minor

University of West Florida
Graduated in 2006

SKILLS

Digital Marketing Strategy
Salesforce Administrator
SEO/SEM Optimization
WordPress Webmaster
Content Creation & Strategy
Social Media Management
Email Marketing Campaigns
Google Ads Certified in 2016
Google Analytics Certified in 2016

PROFESSIONAL EXPERIENCE

Webmaster & Marketing Manager (part-time remote contractor)

Partners in PROMISE in Virginia Beach, Virginia
January 2025 - Present

- Improve the website, set up redirects, attend conferences, Canva projects, and Google Ads in progress.

Business Owner, Photographer

The Beach Photographer in Pismo Beach, California
March 2020 - June 2024

- Learn photography and create and run a successful photography business. Earned 37 5-Star reviews on Google.

Senior Demand Generation Manager

Xplorie in Destin, Florida
May 2019 - March 2020

- Increased leads by 230% resulting in new B2B clients
- Increased our average email open rate by 39% in Hubspot
- Increased Google Ads click-through rate by 2000%
- Increased our B2B blog organic traffic by 97%
- Ran LinkedIn Ads, Facebook Ads, set up event tracking using Google Tag Manager to provide new reporting for clients, set up multiple dashboards in Salesforce, and managed conference attendance in addition to ad hoc projects.

Marketing Director

Directional Technologies in Miramar Beach, Florida
July 2017 - July 2019

- Achieve a 135% increase in environmental leads
- Successfully complete CRM transition from ACT to Salesforce
- Increase organic website traffic by 30% YOY
- Manage conference and workshop schedule and travel plans

**A decade of additional experience available upon request.*