

PROFESSIONAL SUMMARY

As a seasoned digital marketing and content strategist with two decades of experience and a Master's degree, I specialize in developing multi-channel marketing campaigns that drive results. My passion for innovation, AI, and teamwork, coupled with strong communication and project management skills, allows me to deliver exceptional outcomes in demanding environments. Visit jesslerner.com



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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
A/B Testing & Surveys

PROFESSIONAL EXPERIENCE

Webmaster & Marketing Manager (part-time remote contractor)

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

- Improve website UX and organization, add content, set up redirects, attend conferences, Canva projects, and launch Google Ads with Google Ad Grants.

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, Meta 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

PROFESSIONAL EXPERIENCE (continued)

eCommerce Marketing Manager

Islanders Coastal Outfitter-Fort Walton Beach, FL
March 2016 to July 2017

- Manage a fashion retail eCommerce website. Manage Google Ads account, Bing ads, Meta ads, Bronto email marketing, manage the affiliate program, SEO, create promotions, assist with store marketing, and design various ads in Photoshop.
- Decreased cost per conversion by 60%, and increased website sales by 40% in 2016.

Digital Account Manager

Data Software Services-Destin, FL
January 2014 to March 2016

- Manage 70+ automotive dealership website accounts. Conduct monthly client website reviews, gather website and CRM reporting, perform website maintenance, coordinate new website design, and act as account liaison between management, dealerships, and third parties.
- Manage \$25,000 to \$35,000 in SEM spend monthly, gather reporting, and perform SEM reviews via WebEx.

Web Marketing Coordinator

Edwin Watts Golf-Fort Walton Beach, FL
December 2012 to December 2013

- Update and maintain eCommerce website for a national golf retail chain. Design website banners, landing pages, and email images and update website content.
- Achieve a 9% affiliate sales increase in Commission Junction.

Search and Marketing Manager

WayNorth Web-Watertown, NY
April 2012 to December 2012

- Design websites using Joomla for a web development company. Perform SEO audits and initiate a bi-weekly email newsletter.

Internet Marketing Contractor (telecommute)

Leo Sunergy Corporation-Derwood, MD
December 2010 to October 2011

- Manage the internet marketing plan for a residential and commercial solar panel installation company.
- Redesign website using Dreamweaver. Succeeded in using Adwords to generate exclusive leads for a
- third of the cost of purchased leads.

eCommerce Marketing Manager

Motive Boardwear-Orlando, FL
January 2009 to December 2009

- Manage the marketing plan for a new organic and recycled clothing brand. Manage an eCommerce
- website, manage sponsored riders, participate in B2B sales calls and organize personnel, scheduling,
- and supplies for trade shows and local events.

Web/ SEO Content Writer (telecommute)

eMax Internet Marketing-Orlando, FL
October 2008 to February 2009

- Write Hilton® brand hotels' website content for SEO and marketing purposes.

Media Buyer

Three Stars Media-Orlando, FL
July 2008 to October 2008

- Purchase and create newspaper ads in various cities to generate leads.

Marketing Manager (started as Marketing Specialist)

ShuBee, Inc-Macon, GA
July 2007 to May 2008

Webmaster (started as Intern)

Panama City Beach Chamber of Commerce-Panama City Beach, FL
June 2005 to January 2007