

Jessica Lerner

B2B MARKETING LEADER | DEMAND GENERATION & GTM

Communications BA, Sustainability MS, Google Ads Certifications

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PROFESSIONAL SUMMARY

B2B marketing leader with 15+ years building demand generation engines, accelerating pipeline, and connecting marketing activity to revenue. Track record owning the full GTM function across ABM strategy, HubSpot and Salesforce workflows, paid media, SEO, and RevOps reporting for B2B organizations. Hands-on technical depth across WordPress, GA4, HTML, CSS, and paid media platforms means strategy doesn't stall waiting for a vendor or a developer. Experienced designing the systems, dashboards, and cross-functional processes that turn strategy into measurable growth. Ready to own the marketing function and build what's needed to drive results.

CERTIFICATIONS & TOOLS

HubSpot | Salesforce | Google Ads Search & Display | Google Analytics (GA4) | Tag Manager | LinkedIn Campaign Manager | Meta Ads | WordPress CMS | SEO Tools | Excel/Sheets | ClickUp | Moz, Ahrefs | Canva

KEY EXPERIENCE

Marketing Consultant & Business Owner | Self-Employed | Mar. 2020 - April 2026

- Managed Google Ad Grant campaigns for an international nonprofit, designing and launching a PMax campaign that increased qualified traffic 1,600% month over month.
- Built and launched WordPress websites for multiple businesses and clients, including full site architecture, UX design, and SEO optimization.
- Grew a photography business to 100+ clients and 37 five-star Google Reviews through Google Ads, SEO, and organic search, reducing cost per acquisition 93% through campaign optimization.
- Configured GA4 tracking and reporting frameworks for 20+ client accounts across local service and B2B verticals.
- Set up and managed Google Local Service Ads accounts and coordinated onboarding across SEO, paid media, and web teams for a digital marketing agency.

Senior Demand Generation Manager | Xplorie | Destin, FL | May 2019 - Mar. 2020

- Directed multi-channel demand generation strategy across search, social, content, and email, growing B2B sales pipeline 230% through integrated campaign execution.
- Drove \$288K in new annual revenue within 6 months through integrated demand generation campaigns.
- Owned pipeline reporting and attribution modeling in Salesforce, tracking conversion rates by deal stage and channel to inform marketing investment and sales strategy.
- Implemented advanced tracking using Google Tag Manager and Salesforce dashboards to optimize performance insights across Google Ads, LinkedIn Ads, and Meta Ads.
- Improved email open rates 39% and B2B blog organic traffic 97%; drove 2000% CTR lift via integrated campaign optimization.
- Led A/B testing and conversion rate optimization to improve lead quality and ROI.

Marketing Director | Directional Technologies | Miramar Beach, FL | July 2017 - July 2019

- Led full-funnel marketing strategy for an international directional drilling firm, increasing inbound leads 135% and organic traffic 30% year over year.
- Oversaw Salesforce CRM migration from ACT, enhancing data management, reporting capabilities, and marketing-to-sales pipeline visibility.

- Designed and launched a responsive WordPress website, improving site architecture, user experience, and organic search performance.
- Developed scalable content frameworks and digital storytelling initiatives that improved SEO performance and client engagement.
- Coordinated attendance and on-site execution at 15+ industry conferences and workshops annually.

eCommerce Marketing Manager | Islanders Coastal Outfitter | Fort Walton Beach, FL | Mar. 2016 - July 2017

- Managed digital ads (Google/Microsoft Ads, Meta, email, and SEO) to increase traffic and conversion.
- Optimized product feeds, UX design, and site architecture, enhancing user experience and retention.
- Cut acquisition costs by 60%, grew online sales 40% through web and UX improvements.
- Coordinated with creative and sales teams to align brand voice and messaging across platforms.

Digital Account Manager | eLead (CDK Global) | Destin, FL | Jan. 2014 - Mar. 2016

- Delivered monthly performance reviews and actionable reporting across 70+ automotive dealership accounts, driving optimization decisions and maintaining 100% client retention.
- Managed \$25,000–\$35,000 Google Ads MCC budgets, delivering performance insights that directly informed client strategy.
- Launched a new reporting platform using Swydo to centralize MarTech data across client accounts.

Web Marketing Coordinator | Edwin Watts Golf | Fort Walton Beach, FL | Dec. 2012 - Dec. 2013

- Updated the eCommerce website for Edwin Watts Golf, enhancing user experience and engagement. Designed website banners, landing pages, and email images to drive traffic and conversions.
- Increased affiliate sales by 9% through site and content updates on Commission Junction.

Search and Marketing Manager (hybrid) | WayNorth Web | Watertown, NY | April 2012 - Dec. 2012

- Developed user-friendly websites for diverse organizations using Joomla, enhancing online presence.
- Conducted SEO audits and initiated a bi-weekly email newsletter to engage clients and drive traffic.
- Implemented comprehensive search engine marketing strategies, resulting in a significant increase in website traffic and conversions.

EARLIER ROLES (CONDENSED)

Internet Marketing Contractor (Leo Sunergy) | eCommerce Marketing Manager (Motive Boardwear) | SEO Writer (eMax) | Media Buyer (Three Stars Media) | Marketing Manager (ShuBee), added \$70k/mo via eNews) | Webmaster (Panama City Beach Chamber), +60% site revenue in 3 mo.

CORE COMPETENCIES

Pipeline Reporting & Conversion Analytics | Website CMS Management | ABM & KPI Development | Storytelling & Content | HTML, CSS | Email Marketing Automation | Paid Search | Revenue Operations (RevOps) | SEO (Search Engine Optimization) | GEO (Generative Engine Optimization) | AEO (Answer Engine Optimization) | Stakeholder & Agency Collaboration | Marketing-to-Sales Workflow Design | AI-Augmented Marketing Workflows

EDUCATION

M.S., Sustainability Leadership, Graduated 2020, Arizona State University

B.A., Communication Arts, Minor: Marketing, Graduated 2006, University of West Florida, Honors Program Scholar, 100% Bright Futures Scholarship