

Jessica Lerner

MARKETING OPERATIONS DIRECTOR, 15+ YRS

Communications BA, Sustainability MS, Google Ads Certifications

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PROFESSIONAL SUMMARY

Results-driven marketing operations leader with 15+ years driving demand generation, pipeline acceleration, and revenue growth for B2B organizations and professional services environments. Proven track record owning the full marketing-to-sales funnel from ABM strategy and HubSpot workflows to SEO/GEO, paid media, and RevOps reporting. Experienced building the systems, dashboards, and cross-functional processes that turn marketing activity into measurable pipeline. Passionate about mission-driven work.

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

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

Fractional Marketing Director & Owner | Marketing by Jess | Arlington, Virginia | Mar. 2020 - Present

- Directed digital marketing strategy across a portfolio of 12+ accounts spanning SEO, paid media, web, and reputation management, serving as the senior strategic advisor on performance outcomes.
- Built and delivered performance reporting frameworks using GA4, Google Ads, and Agency Analytics to track KPIs and inform optimization decisions.
- Designed and launched Google Ad Grant PMax campaign for a national nonprofit, increasing qualified traffic 1,600% month over month.
- Built and managed WordPress websites, Google Ads, Meta, and SEO programs for multiple clients across B2B and eCommerce verticals.

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.
- 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 | Data Software Services | 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.

EARLIER ROLES (CONDENSED)

Search & Marketing Manager (WayNorth Web) | 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.

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