

Jessica Lerner

Arlington, VA

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MARKETING & GOOGLE ADS, 15+ YEARS

Communications BA, MS, Google Ads Certifications

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PROFESSIONAL SUMMARY

Analytical, creative, and passionate digital marketing strategist with 15+ years of experience specializing in multi-channel campaigns, WordPress development, and email automation. Skilled in digital ad optimization (Google Ads, LinkedIn, Microsoft/Bing, Meta), and actionable reporting in Salesforce/CRM platforms. Experience spans nonprofit, B2C eCommerce, and B2B lead generation. As a military spouse, I've built my career across relocations, time zones, and changing circumstances. I'm resilient and adaptable. **Lifelong learner with a Communications BA, Sustainability MS, and active Google Ads, GA4, and Generative AI certifications.**

CORE COMPETENCIES

Google Ads Search | Google Analytics | Website & CMS Management (WordPress, etc.) | Stakeholder & Agency Collaboration | Analytics & KPI Development | Content Strategy & Storytelling | HTML, CSS | Canva | Email Marketing Automation (Pardot, Bronto) | SEO, AEO, & CRO | Paid Search (Meta, LinkedIn) | AI Prompt Engineer

SELECTED ACHIEVEMENTS

- The Beach Photographer: **Reduced CPA 93%** (Cost Per Action/Conversion) in **Google Ads** and **earned dozens of 5-star Google reviews** as the primary photographer, website designer, and owner.
- Xplorie: **Grew B2B sales pipeline 230% and CTR 2000%** via integrated campaigns; set up Salesforce dashboards.
- Directional Technologies: **Led Salesforce CRM migration** and website redesign, **increasing leads by 135% and organic traffic by 30%**.

KEY EXPERIENCE

Account Manager (Remote, Contractor) | Boost Local | Reston, VA | Dec. 2025 - April 2026

- Manage a portfolio of **12+ local business accounts** across branding, web, SEO, digital marketing, and reputation management services, serving as the primary client contact and strategic advisor.
- Guide clients to performance outcomes by defining goals, tracking KPIs, and delivering regular reporting using tools including GA4, Google Ads, Google Analytics, and Agency Analytics.
- Coordinate cross-functional campaign execution with Ads, SEO, Web, and Creative teams to ensure cohesive strategy and on-time delivery across client accounts.

Marketing Consultant & Owner | The Beach Photographer | Pismo Beach, California | Mar. 2020 - April 2026

Following previous in-house roles, transitioned to entrepreneurship and consulting.

- **Reduced Cost Per Action/Conversion (CPA) 93% in Google Ads** and **earned dozens of 5-star Google reviews** as the primary photographer, website designer, and owner of The Beach Photographer.
- Founded a few other businesses, built WordPress websites, created branding, and developed Google Ads and Meta marketing campaigns and worked as a contractor/Web Manager for a national nonprofit supporting military families.
- Launched Google Ad Grant PMax campaign, **increasing traffic by 1,600% month over month.**

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

- Directed multi-channel marketing strategy, including search, social, content, and email, aligning brand and sales goals.
- **Increased leads by 230%, driving B2B revenue growth at Xplorie.**

- **Improved email open rates by 39%, CTR 12%, and B2B blog traffic 97%.**
- Built KPI dashboards and attribution models in Salesforce to track performance and identify optimization opportunities.
- Led A/B and conversion optimization to improve lead quality and ROI.

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

- Owned website management, content strategy, and creative direction to support company growth.
- **Designed a new website, oversaw CRM system migration from ACT to Salesforce,** and initiated cross-functional collaboration across departments.
- Partnered with leadership on digital storytelling initiatives that improved client engagement and brand visibility.
- Developed scalable content frameworks to streamline publishing and improve SEO performance.

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

- Conducted monthly website reviews and gathered comprehensive reporting to identify areas for improvement.
- **Oversaw \$25,000 to \$35,000 budget in Google Ads MCC for clients,** delivering actionable insights through detailed performance reviews.
- **Managed over 70 automotive dealership digital marketing accounts** for a national CRM platform. Achieved 100% client satisfaction and **never lost a client.**
- **Initiated a new reporting platform** using Swydo to compile martech data.

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)

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.

CERTIFICATIONS & TOOLS

Google Ads | Google Analytics (GA4) | HubSpot (automation/workflows) | Salesforce (reporting/dashboards) | Tag Manager | LinkedIn Ads | Meta Ads | WordPress CMS | SEO Tools | HTML/CSS | Adobe | Excel/Sheets

EDUCATION

M.S., Sustainability Leadership, Graduated 2020, Arizona State University, **GPA 3.95**

B.A., Communication Arts, Minor: Marketing, Graduated 2006, University of West Florida, Honors Program Scholar, 100% Bright Futures Scholarship, **GPA 3.84**