

Jessica Lerner

MARKETING OPERATIONS & DEMAND GENERATION

Communications BA - Sustainability MS - HubSpot Certified

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PROFESSIONAL SUMMARY

Marketing operations and demand generation leader with 15+ years in digital marketing driving full-funnel pipeline through HubSpot, Salesforce, paid media, and AI-augmented workflows. Built attribution models, lead lifecycle programs, and campaign operations across B2B, DTC, nonprofit, and high-growth environments. Consulting provided the temporary flexibility I needed. I'm ready to join a team and make an impact.

CERTIFICATIONS & TOOLS

HubSpot Marketing Hub (Certified 2026) - Salesforce - Pardot (Salesforce MCAE) - Make.com (Certified 2026) - Google Ads Search & Display (Certified 2026) - Google Analytics (GA4, Certified 2026) - Google Tag Manager - LinkedIn Campaign Manager - Meta Ads - WordPress CMS - ClickUp - Slack - Canva - SEMrush - HTML/CSS - Cision

KEY EXPERIENCE

Marketing Consultant & Business Owner - Self-Employed - Arlington, VA - Mar. 2020 to April 2026

- Directed campaign onboarding and execution for a digital marketing agency, configuring GA4 tracking and reporting for 20+ local service client accounts across paid media, SEO and web channels, with cross-functional coordination managed in ClickUp and Slack.
- 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, including building and launching the business website on WordPress.
- 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 managed client lifecycle workflows including automated inquiry responses, pre-session nurture sequences, and post-session review request campaigns that systematically converted satisfied clients into five-star reviews and referrals.
- Developed a 17+ page operational SOP for a digital marketing agency documenting end-to-end campaign onboarding processes including client setup in ClickUp and Slack, analytics reporting workflows, Google Local Service Ads configuration, and troubleshooting procedures - consolidating knowledge that previously required months of informal training into a replicable reference guide.

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

- Drove multi-channel demand generation strategy across paid search, paid social, content, and email, delivering 233% growth in inbound lead volume, \$288K in new annual revenue, and a 39% lift in email open rates within 6 months.
- Owned pipeline reporting and attribution modeling in HubSpot and Salesforce, tracking conversion rates by deal stage and channel to inform marketing investment and sales strategy.
- Implemented advanced tracking via Google Tag Manager and Salesforce dashboards across Google Ads, LinkedIn Ads, and Meta Ads.
- Led A/B testing, conversion rate optimization, and SEO improvements, driving a 97% increase in B2B blog organic traffic and improved lead quality.

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

- Led full-funnel marketing strategy for an international directional drilling firm, increasing inbound leads 135% and organic traffic 30% year over year.
- Managed a \$75K+ marketing budget across paid ads, conferences, materials, and team travel, including on-site execution at 15+ industry conferences and workshops annually.
- Executed a full Salesforce CRM migration from ACT, including data export and import, lead handling configuration, dashboard and report buildout, settings configuration, and Pardot setup, improving marketing-to-sales pipeline visibility and reporting capabilities.
- 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.

eCommerce Marketing Manager - Islanders - Fort Walton Beach, FL - Mar. 2016 to July 2017

- Implemented email marketing automation and lifecycle workflows, including welcome sequences, win-back campaigns, and abandoned cart flows, and managed digital ads across Google, Microsoft, and Meta to drive traffic, conversion, and retention.
- Cut acquisition costs by 60%, grew online sales 40% through web and UX improvements.
- Optimized product feeds, UX design, SEO, and site architecture in Shopify, enhancing user experience and retention.

Digital Account Manager - eLead (CDK Global) - Destin, FL - Jan. 2014 to 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.

EARLIER ROLES (CONDENSED)

Web Marketing Coordinator (Edwin Watts Golf), +9% affiliate sales via Commission Junction - Search and 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.

CORE COMPETENCIES

Full-Funnel Demand Generation Strategy - Multi-Channel Campaign Execution - HubSpot Administration & Automation - Email Lifecycle & Nurture Programs - Lead Scoring & Segmentation - Pipeline Reporting & Attribution Modeling - Webinar & Event Program Management - SEO, GEO & Content Strategy - Paid Search & Paid Social - AI-Augmented Marketing Workflows - Cross-Functional Collaboration - Sales & Recruiting Alignment - Budget & Vendor Management - A/B Testing & CRO

EDUCATION

M.S. - Sustainability Leadership - Arizona State University

B.A. - Communication Arts - Minor - Marketing - University of West Florida - Honors Program Scholar