

Jessica Lerner

DEMAND GENERATION & MARKETING OPERATIONS LEADER

Communications BA - Sustainability Leadership MS - HubSpot Certified

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PROFESSIONAL SUMMARY

Demand generation and marketing operations leader with 15+ years of experience driving pipeline growth and connecting marketing performance to revenue, including 233% inbound lead growth and \$288K in new annual revenue within six months.

CORE COMPETENCIES

Pipeline Growth | Demand Generation | Revenue Reporting | Forecasting | Lifecycle Marketing | Paid Media | Conversion Optimization | CRM Strategy | Budget Management | Marketing Operations

EXPERIENCE

Marketing Consultant - *Self-Employed - Arlington, VA*

Mar. 2020 - April 2026

Built a consulting practice while balancing family responsibilities; now seeking a permanent role with a collaborative team.

- 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 an 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 - 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 - July 2019

- Led full-funnel marketing strategy and account-based campaigns 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 - 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 paid ads, CRO 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 - 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 | Marketing Manager (ShuBee), added \$70k/mo via eNews | Webmaster (Panama City Beach Chamber), +60% site revenue

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 Ads (Certified 2026) | Meta Ads | WordPress CMS | ClickUp | Canva | SEMrush | Cision | HTML/CSS

EDUCATION

M.S. Sustainability Leadership (GPA: 3.95) | 2020 Arizona State University

B.A. Communication Arts (Honors Program Scholar) | University of West Florida