

Jessica Lerner

DIGITAL MARKETING LEADER | STRATEGY & EXECUTION

Communications BA, Sustainability MS, Google Ads Certifications

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PROFESSIONAL SUMMARY

Digital marketing leader with 15+ years owning demand generation, marketing operations, and full-funnel strategy across B2B, nonprofit, and DTC. Hands-on technical depth in HubSpot, Salesforce, Google Ads, GA4, WordPress, and AI-augmented workflows. Proven across paid search, SEO/GEO, CRO, email automation, and martech stack management. Track record includes 230% increase in inbound lead volume, \$288K in new revenue within 6 months, and a 93% reduction in cost per acquisition. As a military spouse, I've had to earn every result in a new environment, often building the infrastructure, processes, and systems from scratch. That's shaped how I work: I learn quickly, own the work completely, and iterate until the results speak for themselves. I'm looking for the kind of role where I can build something real, grow with the business, and make an impact that lasts.

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 | Canva | Cision

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 paid search, paid social, content, and email, driving 230% growth in inbound lead volume and \$288K in new annual revenue within 6 months.
- 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 via Google Tag Manager and Salesforce dashboards across Google Ads, LinkedIn Ads, and Meta Ads.
- Improved email open rates 39% and B2B blog organic traffic 97%.
- 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 | Campaign Strategy, 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