

# Jessica Lerner

## DEMAND GENERATION & GROWTH MARKETING LEADER

Communications BA - Sustainability Leadership MS - HubSpot & LinkedIn Ads Certified

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### PROFESSIONAL SUMMARY

Demand generation and growth marketing leader with 15+ years of experience building and scaling multi-channel pipeline programs across B2B environments, including 233% inbound lead growth and \$288K in new annual revenue within six months. Skilled at translating business priorities into measurable campaigns, owning full-funnel performance from MQL to revenue, and partnering closely with sales, operations, and agency partners to drive results.

### SKILLS & CORE COMPETENCIES

Demand Generation | Pipeline Growth | Multi-Channel Campaign Management | Paid Media | Lifecycle Marketing | Agency Management | Conversion Optimization | Marketing Analytics | HubSpot & Salesforce | Budget Management

### 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 | Google Ads Search & Display (Certified 2026) | Google Analytics (GA4, Certified 2026) | Google Tag Manager | LinkedIn Campaign Manager (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*