

Jessica Lerner

MARKETING OPERATIONS | DEMAND GENERATION

Communications BA, Sustainability MS, 17+ Certifications

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PROFESSIONAL SUMMARY

Marketing operations and demand generation leader with 15+ years in digital marketing driving full-funnel pipeline through HubSpot (certified 2026), Salesforce, Make.com, and AI-augmented workflows. Built attribution models, lead lifecycle programs, and campaign operations across B2B, nonprofit, and DTC environments. I build the system, own the execution, and scale what performs. Consulting provided the temporary flexibility I needed. I'm ready to find my team.

CERTIFICATIONS & TOOLS

HubSpot | Salesforce | Google Ads Search & Display | Google Analytics (GA4) | Tag Manager | LinkedIn Campaign Manager | WordPress CMS | SEO Tools | Excel/Sheets | ClickUp | Moz | Canva | Cision | HARO

KEY EXPERIENCE

Marketing Consultant & Business Owner | Self-Employed | Mar. 2020 - 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.

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 230% 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 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 Coastal Outfitter | 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 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 - 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