

Jessica Lerner

Marketing Director, Marketing Operations & Demand Generation

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Summary

Marketing leader with 15+ years driving demand generation, marketing operations, CRM, analytics, and paid media to accelerate business growth. Built high-performing marketing systems that improve visibility, increase efficiency, and connect marketing investments to revenue. Delivered a 233% increase in qualified inbound leads and a 93% reduction in cost per acquisition.

Core Skills

Marketing Strategy, Demand Generation, Marketing Operations, Marketing Automation, CRM Administration, Lifecycle Marketing, Paid Media, Marketing Analytics, Budget Management, Team Leadership, Cross-Functional Leadership, Coaching & Mentoring, Revenue Forecasting, Conversion Rate Optimization (CRO)

Experience

Fractional Marketing Director (Self-Employed) • Arlington, Virginia

March 2020 - Present

- Served as the primary marketing strategist for 20+ agency client accounts across SEO, paid media, analytics, and web channels; implemented GA4, Google Tag Manager, and AgencyAnalytics reporting, presented strategic recommendations, and developed SOPs that standardized onboarding, troubleshooting, and reporting.
- Built a business from the ground up in a new market, developing customer acquisition, lifecycle marketing, and automation processes that grew the business to 100+ clients and 37 five-star Google Reviews while reducing cost per acquisition 93%.
- Managed Google Ad Grant campaigns and the organization's WordPress website, improving navigation, SEO, redirects, hosting, landing page performance, and conversion optimization while launching a Google Ads Performance Max campaign that increased qualified traffic 1,600% month over month.

Senior Demand Generation & Marketing Operations Manager (Xplorie) • Destin, Florida

July 2019 - March 2020

- Rebuilt marketing attribution and tracking infrastructure across Google Ads, GA4, Google Tag Manager, HubSpot, and Salesforce, resolving CRM sync failures, broken attribution, and GTM implementation issues while standardizing executive reporting that gave leadership accurate visibility into marketing, pipeline performance, and ROI.
- Owned multi-channel demand generation across Google Ads, LinkedIn Ads, Meta, content, and email, generating a 233% increase in qualified inbound leads and \$288K in new annual revenue within six months; partnered with Sales to improve lead attribution, lead management, and marketing-to-sales handoff.
- Served as HubSpot administrator, building lifecycle workflows, marketing automation, audience segmentation, lead routing, and executive dashboards that improved lead nurturing, increased email open rates 39%, and enabled data-driven marketing decisions.

Marketing Director (Directional Technologies) • Miramar Beach, Florida

July 2017 - July 2019

- Recommended and led the migration from ACT to Salesforce after identifying critical reporting gaps, defining business requirements, redesigning marketing processes, managing CRM architecture and data migration, integrating marketing systems, and building executive dashboards that enabled data-driven decisions.
- Served as the sole Salesforce and Pardot administrator, building marketing automation workflows, email campaigns, forms, reporting, and CRM enhancements while creating documentation, training users, and driving platform adoption across the organization.

- Led integrated B2B marketing across Google Ads, LinkedIn Ads, SEO, content, ABM initiatives, and 15+ annual conferences and industry events, directing event strategy, promotion, logistics, vendor coordination, and a \$75K+ marketing budget while increasing inbound leads 135% and organic traffic 30% year over year.

eCommerce Marketing Manager (Islanders Outfitter) • *Fort Walton Beach, Florida*

March 2016 - July 2017

- Implemented email marketing automation and lifecycle programs, including welcome, win-back, abandoned cart, customer loyalty, audience segmentation, and campaign optimization; managed Google, Microsoft, and Meta advertising to drive acquisition, conversion, and retention.
- Reduced acquisition costs 60% while growing online sales 40% through paid media optimization, conversion rate optimization (CRO), and user experience improvements.
- Optimized Shopify product feeds, site architecture, SEO, user experience, and third-party integrations supporting customer retention and repeat purchases.

Digital Account Manager (eLead, CDK Global) • *Destin, Florida*

January 2014 - March 2016

- Managed digital marketing strategy and monthly performance reviews for 70+ automotive dealership accounts, delivering actionable reporting and optimization recommendations while maintaining 100% client retention.
- Managed \$25,000–\$35,000 monthly Google Ads MCC budgets, analyzing campaign performance and presenting strategic recommendations that informed client marketing decisions.
- Launched and administered a new Swydo reporting platform to centralize marketing performance data across client accounts and improve reporting efficiency.

Additional Marketing Experience

Web Marketing Coordinator (Edwin Watts Golf) • Managed ecommerce website, landing pages, email creative, and affiliate marketing; increased affiliate sales 9%.

Marketing Manager (ShuBee) • Launched an email marketing program generating \$70K in monthly revenue.

Webmaster (Panama City Beach Chamber of Commerce) • Led website migration for 60+ advertisers; increased website revenue 60%.

Technology

- CRM & Marketing Automation: HubSpot, Salesforce, Pardot (Marketing Cloud Account Engagement)
- Analytics & Reporting: Google Analytics 4 (GA4), Google Tag Manager, Google Search Console, AgencyAnalytics
- Advertising & Growth: Google Ads Search, Google Ads Display, Google Ads Performance Max, LinkedIn Campaign Manager, Meta Ads Manager
- CMS & Ecommerce: WordPress, Shopify, NetSuite, Klaviyo, HoneyBook, ACT CRM
- Automation & Productivity: Make, Zapier, ClickUp, Slack, Microsoft Excel, Google Sheets
- AI: ChatGPT, Claude, Perplexity, Canva AI

Active Certifications

HubSpot Marketing Hub, Google Analytics 4 (GA4), Google Ads Search, Google Ads Display, Google Ads Performance Max, LinkedIn Campaign Manager, Make Foundations

Education

Executive Master of Sustainability Leadership (Arizona State University, 2020) • GPA: 3.95

Bachelor of Arts in Communication (University of West Florida) • Honors Program Scholar