

Jessica Lerner

Marketing Director, Demand Generation and Marketing Operations

jessicalerner23@gmail.com • Arlington, Virginia • portfolio: jesslerner.com

I'm a hands-on B2B marketing leader with 15+ years of experience building demand generation programs and marketing systems that drive pipeline and revenue. I translate business priorities into campaigns across paid media, email, content, events, CRM, and sales enablement, with expertise in marketing automation, campaign measurement, and funnel optimization. Results include 233% growth in qualified inbound leads and a 93% reduction in customer acquisition cost.

Core Skills

B2B Marketing Strategy • Integrated Campaigns • Demand Generation • Lifecycle Marketing • Campaign Planning & Execution • Audience Segmentation • Lead Nurturing • CRM & Marketing Automation • HubSpot • Salesforce • Sales & Marketing Alignment • Marketing Analytics & Attribution • Funnel & Pipeline Reporting • Funnel Optimization • Paid Media • Content Marketing • Sales Enablement • Events & Trade Shows • Cross-Functional Leadership • Project Management • Marketing Process Optimization • Budget & Vendor Management

Experience

Fractional Marketing Director (Self-Employed) • *Arlington, Virginia (Florida & California)* **March 2020 - Present**

- Led digital marketing strategy for 20+ local service business accounts through Boost Local, managing Google Local Services Ads, paid media, SEO, analytics, CRO, and web; implemented GA4, GTM, and AgencyAnalytics reporting and developed SOPs to standardize onboarding, troubleshooting, and reporting.
- Built three businesses from the ground up, developing customer acquisition strategies, websites, ecommerce, lifecycle marketing, and automation; grew The Beach Photographer to 100+ clients and 37 five-star Google Reviews while reducing cost per acquisition 93%.
- Managed Google Ad Grant campaigns and optimized the WordPress website for Partners in PROMISE, 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 Manager (Xplorie) • *Destin, Florida* **July 2019 - March 2020**

- Led multi-channel growth strategy for a vacation rental technology company, aligning Google Ads, LinkedIn Ads, Meta, content, and email with business and sales priorities to increase qualified inbound leads 233% and generate \$288K in new annual revenue within six months.
- Led lifecycle and CRM strategy across HubSpot and Salesforce, building audience segmentation, lead nurture, automation, and customer journeys that increased email open rates 39% while strengthening engagement and marketing-to-sales alignment.
- Rebuilt marketing attribution and tracking across Google Ads, GA4, GTM, HubSpot, and Salesforce, resolving CRM sync and attribution issues while giving leadership visibility into campaign performance, pipeline, and ROI.

Marketing Director (Directional Technologies) • *Miramar Beach, Florida* **July 2017 - July 2019**

- Led integrated B2B marketing strategy and execution across digital advertising, SEO, content, sales enablement, and 15+ annual industry events; managed a \$75K+ budget while increasing inbound leads 135% and organic traffic 30% YOY.
- Partnered with sales, leadership, and technical experts to translate business priorities and complex services into integrated campaigns, content, sales enablement, and strategic proposals; supported a major RFP response that contributed to a utility contract win.

- Led the migration from ACT to Salesforce and served as Salesforce and Pardot administrator, designing workflows, marketing automation, reporting, and executive dashboards; trained users, improved data quality, and strengthened visibility into marketing and pipeline performance.

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

March 2016 - July 2017

- Reduced CPA 60% and increased online revenue 40% through Google Ads, lifecycle marketing, SEO, CRO, and ongoing ecommerce optimization.
- Built and optimized welcome, abandoned-cart, and win-back programs while managing segmentation, promotions, upsell and cross-sell campaigns, and customer retention initiatives.
- Grew an ambassador and referral program while managing ecommerce content and product information in Shopify and NetSuite and optimizing UX, SEO, and product feeds to improve conversion.

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

January 2014 - March 2016

- Managed digital strategy and client relationships for 70+ dealership accounts, leading business reviews, analyzing performance, presenting recommendations, and coordinating cross-functional teams to resolve client needs and ensure delivery while maintaining 100% client retention.
- Managed \$25,000–\$35,000 monthly Google Ads MCC budgets, analyzing campaign and conversion performance, optimizing investments, and presenting recommendations that informed client digital marketing strategy.
- Led implementation of the Swydo reporting platform, centralizing digital performance data across client accounts, improving reporting efficiency, and standardizing performance reporting.

Additional Marketing Experience

Web/SEO Content Writer (eMax Hotel Internet Marketing) • Wrote and edited SEO-optimized website content for Hilton hotels, including headlines and conversion-focused copy while maintaining brand standards and consistency.

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

Marketing Manager (ShuBee) • Managed and developed a marketing assistant while leading B2B digital, email, and customer lifecycle programs, including an email program generating \$70K in monthly revenue.

Web Marketing Coordinator (Edwin Watts Golf) • Managed ecommerce and digital presence across 90+ retail locations, including Google Business listings, store hours, holiday updates, digital merchandising, and increased affiliate sales 9%.

Technology

- **CRM, Marketing Automation & Business Systems:** HubSpot, Salesforce, MCAE (Pardot), NetSuite, ACT CRM, Klaviyo, HoneyBook, Shopify, WordPress, WooCommerce
- **Analytics, Reporting & Digital Marketing:** Google Analytics 4 (GA4), Tag Manager, Search Console, Google Ads Search, Display & Performance Max, LinkedIn Ads, Microsoft Ads, Meta Ads, AgencyAnalytics, Hotjar
- **AI, Automation & Productivity:** ChatGPT, Claude, Perplexity, Canva AI, Make, Zapier, ClickUp, Slack, Microsoft Excel, Google Sheets, Microsoft PowerPoint

Certifications & Professional Development

HubSpot Marketing Hub Certification · Google Analytics 4 (GA4) · Google Ads Search · Google Ads Display · AI-Powered Performance Ads Certification · LinkedIn Campaign Manager · Make Foundations · Global Sustainable Tourism Council (GSTC) Certificate in Sustainable Tourism · Generative AI for Marketing by AMA

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