

Avery Harris

Digital Marketing Manager

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LinkedIn | Portfolio

Digital marketing manager with over eight years of experience leading performance-driven campaigns across e-commerce and SaaS. Specializes in SEO, paid media, and analytics strategy. Proven ability to scale traffic, optimize conversions, and lead cross-functional teams to growth goals.

Professional Experience

Digital Marketing Manager

Zenith Labs | Los Angeles, CA

August 2019 - Present

- Increased lead generation by 62% through Google Ads optimization and landing page redesign across three product verticals
- Led SEO overhaul that improved organic traffic by 148% in under a year, contributing to a \$2.4M revenue boost
- Managed team of five marketers, coordinated with dev and design teams to deliver integrated campaigns on schedule

Marketing Specialist

BrightEdge Tech | Santa Monica, CA

June 2016 - July 2019

- Executed paid search and display campaigns, improving return on ad spend (ROAS) by 38% within six months
- Developed email segmentation strategy that raised open rates by 24% and reduced unsubscribe rate by 14%
- Analyzed A/B test results, turning insights into actionable tactics that raised conversions across multiple channels

Education

Bachelor of Science (B.S.) in Marketing

May 2016
University of Southern California | Los Angeles, CA

Key Skills

A/B testing strategy - Expert

Campaign performance analysis - Proficient

Conversion rate optimization - Competent

Cross-channel marketing - Amateur

SEO and paid search - Beginner

Certifications

Google Ads Certification

2023

HubSpot Digital Marketing Certification

2022