



Skyler Lewis

Digital Marketing Specialist

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LinkedIn | Portfolio

Digital marketing specialist with six years of experience driving online engagement and revenue for e-commerce and SaaS brands. Expertise in SEO, paid media, and performance analytics. Delivers measurable results by aligning data insights with targeted, creative strategies.

Key Skills

- Campaign analytics
- Conversion rate optimization
- Email automation
- Google Ads management
- SEO strategy

Professional Experience

- January 2021 - Present

Digital Marketing Specialist

RiseCommerce Brands | Chicago, IL

 - Increased paid ad ROI by 47% through A/B testing of landing pages, headline copy, and targeted audience segments
 - Grew organic traffic by 61% YoY by leading a technical SEO overhaul and refreshing content strategy across three sites
 - Managed \$150,000 quarterly ad budget, optimizing spend to increase lead conversions by 39% across channels
- June 2018 - December 2020

Marketing Coordinator

NovaSpark Systems | Evanston, IL

 - Launched multi-channel campaigns for product launches, generating over 2,500 qualified leads in the first six months
 - Created performance dashboards in Google Data Studio, reducing weekly reporting time by 70%
 - Improved email open rates by 23% through segmentation, dynamic content, and optimized send times

Education

- May 2018

Bachelor of Arts (B.A.) Marketing

DePaul University, Chicago, IL

Certifications

- Google Ads Search Certification

Google | 2021
- HubSpot Inbound Marketing Certification

HubSpot | 2020