

Jeremy LaBrash

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Professional Summary

Digital marketing expert with 17 years of experience in growth marketing, paid search, and lead generation. Proven track record in product positioning, customer journey optimization, and budget management. Strong leadership and strategic planning skills, with expertise in advanced analytics, AI models, and custom Python scripting. Proficient in DV360, Power BI, and Tableau for enhancing campaign performance and operations.

Core Competencies

- Digital Marketing Strategy & Execution | Programmatic Advertising & Media Buying
- SEO/SEM/PPC Optimization | CRM Implementation & Management
- Growth Marketing & Customer Acquisition | Data Analysis & Visualization (Python, SQL, Power BI, Tableau)
- AI/Machine Learning for Marketing Optimization | Marketing Automation & Email Campaigns
- Content Strategy & Creation | Social Media Marketing & Influencer Campaigns
- Web Analytics & Conversion Rate Optimization | Budget Management & ROI Optimization

Experience

Intertrend, Los Angeles, CA

Senior Programmatic Marketing Manager

June 2022 – Present

- Led team of 7, managing \$1.5MM budget across 4 verticals for Toyota, Sanofi, Nationwide, DCCC
- Implemented AI models and Python scripts, boosting agency productivity 43% and campaign performance 22%

- Developed comprehensive marketing strategies, resulting in:
 - 22% increase in lead conversion
 - 35% rise in social media engagement
 - 15% reduction in CPC
 - 20% increase in conversion rates
- Automated reporting using ETL, Power BI, Looker, and Tableau, cutting time by 50%
- Acquired 400K new users while reducing CAC by 15% for startup client

Interact, Los Angeles, CA

Marketing Analyst > Programmatic Marketing Manager

Feb 2018 – June 2022

- Progressed from analyst to manager role, showcasing growth in digital marketing expertise
- Increased qualified leads by 25% through optimized lead generation and media buying strategies
- Enhanced SEO efforts, resulting in 11% traffic increase
- Managed 6-10 campaigns simultaneously, improving ROI by 12.5%
- Automated KPI linkage via Salesforce, increasing efficiency by 50%

Level 11, New York City, NY

Digital Marketing Specialist (SEO/SEM/PPC > CRM > Growth Marketing)

May 2011 – Feb 2018

- Evolved through roles in SEO/SEM/PPC, CRM, and Growth Marketing
- Increased organic search rankings by 40% and boosted conversion rates by 25%
- Exceeded new account quotas by 20% and improved email marketing CTR by 22%
- Enhanced lead generation by 35% and lead quality by 30%
- Developed analytics tracking systems, improving overall marketing ROI by 28%

Education and Certifications

Southeastern University (D.C.)

- B.S. Computer Science
- META Certified: Digital Marketing Associate, Marketing Science, Creative Strategy, Media Planning, Media Buying
- Google Certified: AdWords, Google Analytics, DV360, AI Certifications | Bing Certified
- SEM Rush Digital Marketing Certified, Ahrefs Digital Marketing Certified

Marketing & Technical Skills

Strategic Marketing:

- Digital Strategy, Campaign Optimization, Budget & ROI Maximization
- Market Research, Competitive Analysis, Customer Acquisition & Retention
- Lifecycle Marketing, Customer Journey Optimization, A/B Testing & CRO

Channels & Tactics:

- Programmatic Advertising, Media Buying, SEO/SEM/PPC Optimization
- Email Marketing & Automation, Social Media & Influencer Marketing
- Content Strategy & Creation, Cross-Channel Brand Messaging

Advanced Marketing Techniques:

- Predictive Analytics, AI-Driven Personalization, Data-Driven Decision Making

Technical Tools & Platforms:

- Analytics & BI: Tableau, Power BI, Google Analytics, SEMrush, Ahrefs
- Programming: Python (Data Analysis, Automation, Scripting), SQL, HTML/CSS
- CRM & Automation: Salesforce, HubSpot, Marketo, Braze, Zoho
- Advertising: Google Ads, Microsoft Advertising, DV360

AI & Machine Learning:

- AI Model Implementation, Predictive Analytics, Optimization Algorithms

Design & Web Development:

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Landing Page Optimization, Email Campaign Design

Automation & Data Management:

- Workflow Automation, Custom Script Development, ETL Processes
- Database Management, Data Scraping & Mining

Key Skills

- Digital Marketing Strategy & Execution
- Programmatic Advertising & Media Buying
- SEO/SEM/PPC Optimization
- Growth Marketing & Customer Acquisition
- Data Analysis & Visualization
- AI/Machine Learning for Marketing Optimization
- CRM Implementation & Management

Technical Proficiencies

Analytics & Business Intelligence

- Tableau, Power BI, Google Analytics
- SEMrush, Ahrefs
- Custom dashboards and reporting

Programming & Development

- Python (Data analysis, automation, scripting)
- SQL for database management and querying
- HTML/CSS for web development

CRM & Marketing Automation

- Salesforce, HubSpot, Marketo
- Braze, Zoho
- Email marketing campaigns and automation

Advertising Platforms

- Google Ads, Microsoft Advertising
- DV360 (DoubleClick)
- Social media advertising (Facebook, LinkedIn, Twitter)

Design & Creative

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Landing page design and optimization
- Email template creation

AI & Machine Learning

- Predictive analytics models
- AI-driven personalization
- Optimization algorithms for marketing campaigns

Project Management & Collaboration

- Agile methodologies
- Cross-functional team leadership
- Budget management and ROI optimization