

# JEFF LITHERLAND

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## SENIOR MARKETING MANAGER

Director of E-Commerce • Director of Digital Marketing • Lead Website Designer • Digital Marketer • Creative Director • Brand Manager • Market Researcher • Campaign Manager • Revenue Monitor • Integrator of Ad Platforms • Website Traffic Analyst • Salesforce Administrator • Non-Profit HOA Board Member

## SKILLS

**Languages:** JavaScript, CSS/CSS3, HTML5, PHP, SQL, Unix Console, JSON, jQuery, Flash  
**Frameworks:** Wordpress, WooCommerce, Salesforce Flow, Mulesoft for Flow, WP Engine, PHP Native  
**Tools:** Salesforce Sales Cloud, Adobe CS, MySQL, Powerpoint, Excel, Filemaker, Canva Pro, Postman, SF Dataloader, PrWeb, Hootsuite, Slack, Jira, Hubspot, Navicat, Trello  
**AI:** Zapier, ChatGPT, Gemini, Adobe Suite Generative AI, LiveChat Bot, Grammarly Pro, SemRush, Salesforce Agentforce, Scripted.com, Canva AI, Originality.ai  
**Platforms:** Salesforce, Zoominfo, Zapier, Pardot, Netsuite, Conga Composer, Google Adwords, Google Analytics, Social Ad Platforms, MS Teams, LiveChat, Git/Github, Sourcetree, Zoominfo, Mailchimp, Constant Contact, Survey Monkey, Gravity Forms  
**Soft Skills:** Creative Director, Marketing Team Lead, Marketing Hiring Manager, Integration Specialist, Contract Manager, Lead Marketing Data Analyst, GTM Strategic Coordinator, Apple OS Consultant, Salesforce Onboarding Support and Administration, CRM Data Hygienist, LAMP Stack Developer

## WORK EXPERIENCE

- Founded the marketing department and grew budget to \$800K annually. Grew the team to 3 FTEs.
- Increased revenue significantly from \$5M to \$60M as Director of Marketing by ingeniously spearheading innovative, market-leading strategies and diligently leveraging customer data in a B2B long sales cycle.
- Enhanced online spend from \$250 to \$1,500 by managing Google Ads budget and social ad campaigns.
- Fulfilled the strategic corporate objective by consistently managing and adeptly nurturing an average of 520 in 2024, carefully qualified Salesforce leads each month over 12 years.
- Acquired an impressive total of 7,159 website form conversions and 3,427 tracked calls in 2024, effectively leveraging data to optimize lead capture and drive business growth.
- Expanded email list from 48K to 220K via targeted content and segmented audience campaigns.
- Grew web traffic from 3,000 to 35,000 monthly users via innovative integrated multi-touch strategies.
- Managed enterprise-class Salesforce CRM as Administrator for over 10 years with platform changes including AI.
- Established robust technical SEO systems Moz Pro and SemRush platforms for tracking and ongoing tactics.
- Integrated website LiveChat to generate leads by automating outreach and responses.
- Integrated Netsuite to Salesforce and Salesforce to WooCommerce for inventory sales and order processing.
- Boosted productivity by using AI to automate workflows, communication and response with Slack and SMS.
- Developed and rebranded company, top to bottom, responsible for all swag, bling and corporate print collateral.
- Robust weekly KPIs tracked and reportable as Salesforce dashboards for actionable insights and trending.
- Enhanced brand and online presence through targeted website launches, strategic rebranding, blogs and social posts that spanned 12 years, including writing pre-AI with and without contracted co-authors.

## WORK HISTORY

Global Power Supply, LLC. - Director of Marketing  
The Territory Ahead - E-Commerce Design Manager  
Media 27, Inc. – Web Producer and IT Support

Oct 2012 – Aug 2025  
Sep 2008 - Oct 2012  
July 1994 - Oct 2008

## EDUCATION & CERTIFICATIONS

Bachelor of Arts, Fine Arts Photography & Color Technology - Brooks Institute, Santa Barbara  
Certificate in Education Program Unix & Oracle SQL - University of California, Santa Barbara  
Salesforce Certified Administrator 2025 - Salesforce