

JEFF LITHERLAND

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SENIOR MARKETING MANAGER

Senior marketing professional specializing in digital marketing, lead generation, and brand strategy. Expert at blending creative campaign development with Salesforce, SEO/SEM, and AI-driven automation to deliver growth at scale.

WORK EXPERIENCE

- **Revenue Scaling:** Market-leading B2B strategies that drove revenue growth from \$5M to \$60M by leveraging deep customer data insights throughout long-cycle sales.
- **Lead Generation Engine:** Engineered a high-performance lead acquisition system, consistently generating an average of 520 qualified Salesforce leads per month for over a decade.
- **Conversion Optimization:** Orchestrated data-driven tactics to secure 7,159 website conversions and 3,427 tracked calls in a single year (2024).
- **Digital Ecosystem Growth:** Achieved a 358% increase in email reach (48K to 220K subscribers) and boosted monthly web traffic from 3,000 to 35,000 users via multi-touch integrated strategies.
- **CRM with AI Architecture:** Managed enterprise-level Salesforce administration for 10+ years, recently integrating Salesforce Agentforce and AI automation to streamline Slack/Teams and SMS workflows.
- **Systems Integration:** Developed seamless data pipelines between NetSuite, Salesforce, and WooCommerce to automate inventory, sales, and order processing.
- **Search Authority:** Established robust technical SEO frameworks using Moz Pro and SemRush, ensuring sustained visibility and inbound growth over many years.
- **Branding Evolution:** Directed a comprehensive corporate rebrand, overseeing everything from high-level digital presence to physical collateral and web launches over a 12-year tenure.

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, Claude, Gemini, Adobe Suite Generative AI, LiveChat Bot, Grammarly Pro, SemRush, Salesforce Agentforce, Scripted.com, Canva AI, Originality.ai, Gamma
Platforms: Salesforce, Zapier, Pardot, Netsuite, Zoho One, 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: Customer Journey, Creative Director, Marketing Team Lead, Marketing Technologist, Integration Specialist, Contract Manager, Lead Marketing Data Analyst, GTM Strategic Coordinator, AI Orchestrator, Salesforce Onboarding Support and Administration, CRM Data Hygienist, PHP Developer

WORK HISTORY

Bluewater Battery Logistics, LLC. – Marketing Integration	Nov 2025 - Current
Global Power Supply, LLC. - Director of Marketing	Oct 2012 – Aug 2025
The Territory Ahead - E-Commerce Design Manager	Sep 2008 - Oct 2012
Media 27, Inc. – Web Producer and IT Support	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 2025/2026 - Salesforce