

JEFF LITHERLAND

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INNOVATIVE SENIOR MARKETING DIRECTOR

Senior Marketing Manager • VP of Marketing • Director of E-Commerce • VP of Digital Marketing
Website Design • Digital Marketing • Brand Development • Market Synthesis
Optimized Campaigns • Increased Revenue • Integrated Ad Platforms • Grew Website Traffic
Salesforce Administrator Certificate • Non-Profit HOA Board Member • Business Owner

WORK EXPERIENCE

Global Power Supply, LLC, Santa Barbara, CA

Oct 2012 - present

Director of Marketing

- Increased revenue significantly from \$5M to \$60M as Director of Marketing by ingeniously spearheading innovative, market-leading strategies and diligently leveraging customer insights.
- Enhanced spend from \$250 to \$1,500 by managing Google Ads budget and campaigns.
- Founded a marketing department with a \$800K budget; Grew team to 3 FTEs amid shifts.
- Fulfilled the strategic corporate objective by consistently managing and adeptly nurturing an average of 520 carefully qualified Salesforce leads each month in 2024.
- 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 digital campaigns.
- Grew web traffic from 3,000 to 35,000 monthly users via innovative digital marketing.
- Served as Salesforce Certified Administrator with 10+ years experience on the CRM platform.
- Established robust technical SEO systems integrating digital ad platforms.
- Integrated LiveChat, Salesforce, and Netsuite with Zapier to promptly automate workflows, generate high-quality leads, manage orders effectively, and boost sales productivity.
- Implemented ROI tracking using SEO/SEM and quantitative analytics to optimize campaigns.
- Presented robust weekly KPIs via Salesforce dashboards for actionable insights.
- Enhanced brand and online presence through targeted website launches and strategic rebranding that spanned 12 years of blogs, e-commerce, creative writing, and social media.

The Territory Ahead

Sep 2008 - Oct 2012

E-Commerce Design Manager

- Designed and executed high-cadence e-commerce campaigns for seasonal clothing offerings on a weekly basis with multiple brands and multiple gender product lines.
- Delivered hundreds of mobile-responsive designs, Javascript animations, Adobe Flash animations, html microsites/emails, and mobile responsive apps aligned with travel branding.
- Spearheaded rebranding initiatives and campaign tracking to increase customer engagement.
- Led key user interface elements that performed and converted on key company product sales initiatives; home page, web banners, coupons/offers, checkout pages, and response templates.

Prior Experience: Media 27, Inc., Web Producer & IT Support

EDUCATION

Brooks Institute, Santa Barbara, CA

Bachelor of Arts, Photography & Color Technology

TECHNOLOGIES, CERTIFICATIONS, PROFESSIONAL DEVELOPMENT, & SKILLS

Technologies: • Salesforce CRM • Salesforce Agentforce AI • Salesforce Flows • Salesforce Dataloader Administration • Google Adwords • Bing Ads • GA4 Analytics • Salesforce Pardot B2B (Account Engagement) • WordPress • WooCommerce • PHP • HTML5 • CSS3 • MySQL • LAMP Stack • Wpengine • Godaddy • DigiCert • JQuery • Javascript • Flash/Animator • Mailchimp • Constant Contact • Adobe Creative Suite • Canva Pro • Final Cut Pro • Zapier • Netsuite CRM • ChatGPT • Google Gemini • Mulesoft Composer for Salesforce • Conga/Conga Sign • Apple • DNS/SMTP/SSL • Apache/NGINX • Microsoft Office 365 • Jira • Git/Github • Sourcetree • Navicat • LiveChat • Slack • Technical SEO • SEM • Social Media Strategy/Tools • Hootsuite • FileMaker • Unix Console

Certifications: Salesforce Certified Administrator • Certificate in Education Program Unix & Oracle SQL, University of California, Santa Barbara

Professional Development: Owner of Imageocean.com. Community support, Self-Employment, Educational and Entrepreneurial outlet.

Skills: Budget Management • Revenue Growth • Campaign Tracking • Digital Marketing Strategy • Web Development • Technical SEO • Mobile-Responsive Design • UI Design • Cross-Platform Integration • Workflow Optimization • Data Automation • Lead Generation • Content Production • Social Media Promotion • E-Commerce Campaign Management • Leadership • Teamwork • Communication • Collaboration • Problem Solving • Adaptability • Innovation • Talent Strategy • People Strategy • Team Building • Mentoring • Exploration

References Available Upon Request