

Areas of Expertise



Conversion Optimization
Demand Generation
Content Marketing
Campaign Analytics

Industries

Information Technology, Manufacturing, Healthcare, Financial Services, B2B Services, Non-Profit, Consumer Goods, Real Estate, Higher Learning, Ecommerce

Positions Held

Managing Director, Nimble Leader

President, NuSpark Marketing

Full-service demand generation firm covering content marketing, paid search & media management, SEO, social media, and conversion optimization

Media Director

Aloysius Butler & Clark, a full-service advertising agency in Delaware

Media

Al Paul Lefton Company, B2B advertising agency based in Philadelphia

Marketing

Nutri/System. Responsible for lead generation

Education | Certifications

BA, Temple University

- Google Partner
- Facebook Blueprint

Speaking Engagements

- Local Entrepreneur Network, Philadelphia, Planting the Seeds to Conversion
- Lead Generation and Campaign Strategy
- Word-camp, Philadelphia. Marketing Analytics That Matter

Personal Brand | Experiences and Successes

1 of 2

Core Value: Build and optimize the lead generation funnel, from initial click to conversion and sale

Core Focus: Customer acquisition & nurture, conversion optimization, media strategy; search engine marketing, content marketing, marketing analytics

Conversion Optimization | Ecommerce Digital Marketing
Ecommerce: Personal Care Product

Client experience: Low conversion rates. Cost-per-acquisition; too high!

Action Taken: Revamped landing pages. Incorporated trust elements. Initiated paid search. Optimized channels – Google Shopping, Amazon. Retargeted product offers

Results: Transactions up +39%, Cost-per-transaction decreased -30%, Product revenue up +32%, ROI improved +80%

Conversion Optimization | B2B Digital Marketing
B2B: Employee Personality Testing Service

Client experience: Paid search | targeting campaigns – underperforming. Missed revenue | ROI goals. Stagnant growth. Losing market share – competitive industry

Action Taken: Focused design team; updated landing pages. Improved conversion rate. Simplified navigation and 'user' copy. Optimized inbound campaigns

Results: Increased e-commerce conversion rate +144%, Increased number of transactions +86%, Revenue up +120%, ROI increased +57%

Demand Generation | Content Marketing
B2B: Information Technology SAAS product

Provider of server and storage SaaS IT infrastructure monitoring. Client experience: Lead generation – below expectations. Revenue – below goal

Action Taken: Created comprehensive demand generation plan; included content lead generation; developed mix of offers (i.e. demos and trials). Designed cost-effective Google Ad campaign. Performed conversion optimization – landing pages. Built robust nurture plan with marketing automation

Results: +101% increase in lead conversions, +360% surge in content downloads, +52% boost in free trials, +50% increase in product quotes

Persuade > Connect > Convert > Measure
 < **Increased Revenue & Profits** <

Persuade

The Power of Convincing;
 Vital for Business Growth!

Category	Optimize
Website Design	User Experience, Menus, Navigation, Offers
Website Message	Benefit-Feature Mix, Convincing Copy Style
Educational Content	Blog Strategy, White Paper/eBook Plan
Email Marketing	Message Approach, Nurture Strategy, List segmenting

Connect

Advertising, Social Media,
 Email, Search. Right Audiences!

Category	Optimize
Digital Media	Paid Search, Display, Native, Online Lead Generation
Traditional Media	Media Plans (Print, Radio, TV, Outdoor)
Direct Marketing	Mailing Lists, Direct Mail Strategy
Social Media	Content Sharing Strategy, Channel Assessment

Convert

Build Trust. Increase
 Conversions. Grow Sales!

Category	Optimize
Trust Factors	Testimonials/Case Studies, Badges, Awards, Security
Conversion Optimization	Landing Pages, Cross-sell Upsell Tactics, A/B Testing
Offer & Promotion	Call-to-Action Offer Strategy, Web Form Format

Measure

Good Analytics; Actionable
 Insights; Improve Results!

Category	Optimize
KPI Dashboards	Campaign ROI, Cost-Per-Sale, Funnel Conversion Rate
Key Event Tracking	Leads, Sales, Downloads, Calls, Buyer Intent Activity
Google Analytics	Traffic analysis, Site Engagement, Conversion Goals