

DeMarus Perry

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- 12 Years E-Commerce Marketing experience, with expertise in multiple E-Commerce marketing disciplines
 - 3 Years PPC Management experience
 - Google Ads and Google Analytics Certified
 - Complete understanding of SEO practices and standards.
 - Competent in Facebook custom audience builder and ad management platform.
 - Email Marketing and List Building with multiple different email autoresponders.
 - Ability to identify trends and adjust strategy using analytical and quantitative problem solving.
 - Proficient knowledge and use of the Adobe Creative Suite, with working knowledge of Adobe Experience Cloud.
 - 10 Years Web design experience. Proficient in HTML & Wordpress, with the ability to create content within and troubleshoot issues with the WordPress platform.
 - 20 years sales experience in long and short sales cycle environments.
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Skills

- **E-Commerce Marketing Strategy**
 - **Content Marketing**
 - **Lead Generation**
 - **Brand Building**
 - **Paid Traffic and Customer Acquisition**
 - **Testing and Conversion Rate Optimization**
 - **Conversion Funnel Optimization**
 - **Copywriting**
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Professional Experience

DEALER INSPIRE, NAPERVILLE, IL [Remote] – Dealer Marketing for Cars.com

E-Commerce Performance Manager, 2020 to Present

- Responsible for site analytics and testing to drive growth for e-commerce KPIs. Used a/b and multivariate testing to drive a 15% improvement in site conversion. Improved user engagement through detailed analytics and user testing.
 - Work with multiple auto brands to increase contribution through promotions and improving the accuracy of content, rates, and inventory.
 - Primary point-of-contact for accounts across Southeast US. Maintains contact with an account at a high, executive level focusing on the strategic nature of the relationship
 - Figure out market strategies and goals for each product and service; understanding the strategies, goals, and objectives of named accounts
 - Analyze site performance and initiated improvements, including merchandising efforts, technical projects, and creative changes
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U.S. AUTO SALES, DULUTH, GA – Used Car Dealer Network

E-Commerce Marketing Manager, 2020

- Administered & executed paid marketing activities including Google Ads/SEM, multi-media (e.g. social media, OTT, radio, billboard).
- Managed \$250,000.00 monthly ad spend for 30 locations in 4 states divided across 4 vendors.
- Optimized Google keyword strategy and Improved Google Ad Quality Score from 3.8 to 6.2 in one fiscal quarter
- Increased monthly lead generation by 22% in the first 60 days
- Reduced Ad spend by an estimated \$300,000 per year by streamlining the Google PPC methodology and hiring a new vendor
- Managed the company's web presence, and oversaw the complete overhaul and redesign of the company website.

CULTURA TECHNOLOGIES, ALPHARETTA, GA – Agricultural SaaS Company**Webmaster** 2018 to 2019

- Oversaw the complete rebuild, platform migration and Pardot integration of the 6 of the company websites for their different software products from Expression Engine to WordPress including migration to a new server. Utilized HTML & Javascript.
 - Analyzed customer/client behavior data in web traffic and rankings via Google Analytics
 - Performed final edit/proofreading pass before content went live
 - Coordinated the content deployment for 6 of the company websites post migration to their new CMS platforms
 - Recommendations on industry tactics for web analytics and optimization were accepted and implemented
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FORMETCO, DULUTH, GA – Digital Billboard Manufacturing Company**Webmaster/Web Content Manager** 2017 to 2018

- Oversaw the complete overhaul and top to bottom redesign of the company website, including migration to a new server as well a 3 additional micro sites. Utilized HTML & Javascript.
 - Helped construct internal information architecture, user interface and site flow
 - Analyzed effectiveness of marketing campaigns via Google Analytics
 - Recommendations on industry tactics for PR, web analytics and optimization were accepted and implemented
 - Developed strategy for site's content, as well as managed and created content.
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CBT NEWS, ATLANTA, GA – Automotive News Network/Online Magazine**Webmaster/Web Content Manager** 2016 to 2017

- Oversaw the complete overhaul and top to bottom redesign of the company website, including migration to a new server. Utilized HTML & Javascript.
 - Audited content to identify SEO/traffic generation opportunities using various SEO tools such as Google Analytics
 - Utilized Double Click for Publishers to manage ad traffic and Bright Cove video software for ad Pre-rolls and video management.
 - Performed regular assessments of factors such as site traffic and demographics that assisted in preparing weekly and monthly reports of website performance
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Education**SALESFORCE.COM, SALESFORCE ADMINISTRATOR CERTIFICATION 2021**

- Salesforce Administrator Certification to be completed Q2 2021

GOOGLE ADS & GOOGLE ANALYTICS CERTIFICATION 2021

- Google Ads Search, Display, Video, Measurement & Shopping Certifications. Google Analytics Certification

DEVRY UNIVERSITY, COLUMBUS, OH - Bachelor of Science, 2001

- Major: Business Administration
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Toolkit

Software: Salesforce, Pardot, Adobe Experience Cloud, Adobe XD, Sketch, Wordpress, Double Click for Publishers, Brightcove, Photoshop, Illustrator, MS Office Suite, Google Analytics, Google Webmaster Tools, Emarsys, MailChimp, Aweber, GetResponse, Twitter, Facebook, Instagram, LinkedIn, Pinterest, Click Funnels, SEMRush, Seo Moz, Spyfu, Buzzsumo, Hoostsuite, Hubspot, Sam Cart, Shopify, Woocommerce