


Louis Lessor

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DIGITAL MARKETING STRATEGIST – Visionary | Dedicated | Digital Strategy

Solutions-oriented, goal-driven Digital Marketing Strategist respected for six years of cultivating successful marketing campaigns supporting optimized outreach, consumer engagement, and overall profitability. Proven track record of continuous success in sales and client support, consistently leveraging data and analytics in comprehensive strategy development. An out-of-the-box thinker with a diverse skill set and broad understanding of digital and traditional marketing channels, allowing for establishing, maintaining, and expanding client relationships aligned with company revenue goals. Accurately defines and translates client and company goals into actionable solutions, excelling in fast-paced environments and producing maximum quality and consistency.

Selected Highlights:

- ✓ **Successfully ran campaigns** and drove returning customer engagement across 40+ stores.
- ✓ **Achieved an increase in improvement** across all business operations, implementing best practices of marketing techniques.
- ✓ **Monitored advertising campaigns for 10+ publications**, expertly utilizing Google Ad Manager.
- ✓ **Developed a successful marketing department** from the ground up at Tmart Operations, revamping recruitment strategy entirely.
- ✓ **Produced heavy return on investment**, collaborating with sales, marketing, and content teams to run successful client campaigns.

SKILLS & EXPERTISE

Marketing Strategy
Business Operations
Management
Account Management
Campaign Development
Strategic Communication
Digital Strategy
Social Media Marketing
Content Creation
Strategic Implementation
Competitor Research
Data Analysis
Market Penetration
Market Segment Growth
Report Generation
Client Relationship
Management

PROFESSIONAL EXPERIENCE

Senior Account Manager | 2021 - Present Guarantee Digital,

- Expertly utilized marketing tools (Google Ads) to discover and implement marketing incites for keyword research.
- Ran successful campaigns by implementing strategic assistance for 20+ accounts drove ROI to meet account goals.
- Consulted and mentored sales reps on digital marketing best practices and go-to-market strategy, identifying up sell opportunities on existing accounts to drive consumer growth.
- Achieved heavy ROI by enhancing digital strategy in collaboration with sales reps and clients.

Marketing Manager | 2020 - 2021 Tmart Operations, Wisconsin Dells, WI

- Ran successful campaigns that drove returning customers with 40+ leadership teams.
- Coached store managers on leadership, marketing, and recruitment skills to enhance the overall operational efficiency of consumer engagement strategies.
- Revamped recruitment marketing and retention programs, resulting in higher quality upper management hire.
- Implemented best practices of marketing techniques, increasing sales across all business operations.

Digital Media Coordinator | 2018 - 2020 A.C. Business Media, Fort Atkinson, WI

- Ran successful client campaigns in collaboration with sales, marketing, and content teams, producing a heavy return on investment
- Leveraged knowledge of various marketing tools such as Google Ad Manager, Omeda, Google Analytics, ON24, Ad Roll, and Jira to monitor and optimize advertising campaigns.

Sales and Marketing Analyst | 2016 - 2018 Bliss Communications, Janesville, WI

- Analyzed, evaluated, and translated digital media campaign performance, producing reports for strategic optimization.
- Leveraged Hootsuite, managing client social-media pages to improve consumer engagement and increase sales.
- Successfully implemented digital campaigns using Geo-targeting, site re-targeting, and search re-targeting.
- Developed data-driven, go-to-market, digital media, and traditional media campaigns leveraging versatile skills across multiple platforms.

Account Representative | 2016

Pepsi Cola of Madison, Madison, WI

- Monitored and managed stock inventory and conducted order placements for low merchandise.
- Built new displays in compliance with brand guidelines and standards.
- Proactively coordinated all merchandise needs and issues with the manager.

Additional Experience: Owner | 2020 – Present Louie Real Estate LLC, Stoughton, WI

EDUCATION

Viterbo University, La Crosse, WI | Graduation Year: 2016

Bachelor of Science in Organizational Communication and Marketing

- *Awards/Honors:* Honorable Mention – National Association of Intercollegiate Athletics Cross Country

CERTIFICATIONS

The Fundamentals of Digital Marketing / Google Ad Display / Google Ad Search / Google Ad Shopping / Google Ad Video / Email Marketing / Frictionless Sales / Content Marketing / Keyword Research / Search Engine Optimization (SEO) Fundamentals / YouTube Channel Growth / Facebook Blueprint / Inbound Marketing / Back-link Management / Digital Marketing / Local SEO

PROJECTS

Marketing Production: Ecker's Apple Farm, Meringue Cakes, and Subway | Viterbo University | 2016 Participant

- Expertly utilized Google Analytics to gather website information needed to identify target markets.
- Generated social media promotions on Facebook and Instagram platforms.
- Collaborated with team members to develop a long-term marketing plan and presented a plan to business owners.

B2B Department | Guarantee Digital | 2021 Manager

- Coached and advised accounts on go-to-market strategy leading to increased business.
- Coached and advised accounts on sales techniques leading in increased business.
- Co-wrote LinkedIn and email copy for campaign outreach.
- Worked with the graphics department to create ads.

Recruitment Revamp | T-Mart Operations | 2020 Manager

- Established a new partnership with a Programmatic recruitment company.
- Aligned local store recruitment with paid recruitment strategy.
- Rewrote retention establishing programs, driving better hires in upper management.

New Marketing Department | T-Mart Operations | 2020 Manager

- Established new local partnerships with non-profits in each market.
- Worked with the national agency on revamping local marketing to drive better ROI in each market.
- Helped align marketing department with other departments, increasing efficiencies which lowered company cost.

B2C | Bliss Communications | Year Manager

- Coached sales reps on presenting marketing data to clients - Nielsen Scarborough, Google Trends, Google Keyword Planner, and Google Analytics.
- Coached sales reps on creating marketing plans using traditional marketing (Radio, Newspaper, Billboard, Direct Mail) and digital marketing to drive ROI for clients.

TECHNOLOGIES & TECHNICAL SKILLS

Microsoft Office (Word, Excel, PowerPoint, Outlook, Access, Publisher) / Microsoft Visio / Microsoft SharePoint / G Suite / On24 Webinar / Hootsuite / Yext / Canva / Constant Contact / Jira / Basecamp / Slack / WordPress / Shopify / Facebook Business Suite / Google Ads / Google Analytics

HONORS & AWARDS

- National Association of Intercollegiate Athletics Cross Country– Honorable Mention

INTERESTS

Athletics, Reading, Business Owner, Concerts, Sporting Events, Cross Country, Track and Field, and Real Estate.