

Elizabeth Baker

Director of eCommerce

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SKILLS

Leadership & Communication: Nurturing team performance and engagement through positivity, humor, coaching and transparency.

Merchandising & On-Site Search: Helping users find exactly what they need, easily and quickly.

Digital UX & CRO: Using analytics, data and customer journey analysis to improve ROI, conversion rates and drive business revenue growth through customer experience.

SEO & Content Strategy: Implementing best SEO practices to improve organic search traffic including schema mark-up, keyword mapping, alt / meta data and sitemap optimization.

Search Engine PPC / SEM Growth: I honed my skills long before Google and Bing started pushing automation, so I can get revenue and ROI results that are considered impossible.

EXPERIENCE

Zest Dental Solutions, Carlsbad, CA. - *Digital Marketing & eCommerce Manager - B2B*

04/2022 to Present

- Launched Bing Search Ads & Bing Shopping: Instantly added 10% - 15% more revenue at a 2,200% ROI.
- Brought our Google Search Ads & Google Shopping PPC in-house. I quadrupled our ROI within 4 weeks of bringing SEM in-house and grew revenue significantly which enabled Zest e-com to hit stretch goals.
- I redesigned ZestDent.com to improve CRO and UX. I helped lead the front end development team to bring the project in on budget. Zest immediately realized a 23.5% increase in desktop conversion rates and a 10% increase in AOV which resulted in a sustained 25% increase in monthly revenue. This was exactly what I had projected when I brought this project to L1 and the expense committee.

Planet DDS Software, Newport Beach CA. - *Digital Marketing Manager - Dental B2B SaaS*

02/2021 to 02/2022

- I used HubSpot and Salesforce to study and map our customer journey and to look for opportunities to improve closing ratios and shorten the sales cycle.
- Optimized paid search ads and paid social media ads to drive brand awareness and generate leads for Denticon Dental Practice Management Software and Apteryx Digital Imaging Software.
- Developed an SEO plan including: SEO content strategy, keyword mapping, sitemap SEO audit, meta data and alt text audit and developed a genuine backlink strategy to increase our website quality score.

Buzzgen Media, El Sobrante, CA - *Senior Bing & Google SEM Strategist - B2B, B2C, e-commerce*

02/2020 - 1/2021

- I rebuilt the Bing and Google Ad campaigns for 35 clients in order to boost ROI and revenue.
- Managed client PPC accounts for a wide variety of industries including: fashion, clothing, eye wear, niche retail, jewelry, Medicare, hearing aids, non-profits, the Ellen Show, niche ecommerce, auto parts, B2B, B2C, home improvement, influencers and local businesses.
- I was proud to be able to help our clients grow their revenue and ROI to get them through lockdown.

ClearBags Packaging, El Dorado Hills, CA - *Digital Marketing Manager - B2B & B2C e-commerce*

02/2019 - 11/2019

- Hired, trained and managed a phenomenal SEO technical writer.
- Manually optimized product SEO on 1,850 products to help Google shopping algorithms identify the correct products for relevant searches (selling clear bags made by a company called clear bags is quite the search engine challenge!)
- Optimized Google and Bing search campaigns to eliminate \$50K in click waste per month.
- Created a 418% increase in profitability on Amazon marketplace via product SEO, product pricing audits, product data improvements, and collaboration with COO to keep top products in stock through FBA.

Honest Marketing Small Business Marketing Agency - *Owner / Director of Marketing*

09/2015 - 02/2018

- I specialized in competitive analysis, designed go-to-market strategies and I executed end to end launches of new Android and iOS mobile apps for a variety of clients.

Belami Lighting & Decor E-commerce, Sacramento, CA - *Digital Marketing Manager - eCommerce*

08/2013 - 1/2019

- I drove revenue and ROI improvements for 1StopLighting.com and its 35+ sister sites via Google Search Ads, Google Shopping, Bing PPC and Amazon Product Marketing Strategy.
- In charge of revenue and profitability growth for local showroom clients via e-com websites and Amazon.
- Led the digital marketing launches and pricing strategies for new ecommerce ventures such as KBHardware.com which offered home improvement items such as cabinet and door hardware.

Sales Tracking Calendar Mobile App - *Entrepreneur / Owner - iOS and Android Mobile App*

01/2012 - 1/2019

- Designed my own iOS and Android app that tracked users personal KPIs, sales goals, sales pipeline and calculated how to hit their goals based on their own closing ratios.
- Did all of my own marketing including: we design, ASO, SEO, guerilla search work, Google app ads, Apple app ads, Facebook app install ads to gain users across most major sales organizations in the U.S.
- Sold the app after it was featured in a national magazine as one of the "Top 5 Apps for Salespeople" alongside Salesforce, GoToMeeting and Evernote.

Heartland Payment Systems, Temecula, CA - *Territory Sales Manager*

08/2009 - 4/2011

Leading, coaching and mentoring a team of sales executives to sell in a complex market.

Yellow Pages Advertising Sales, California - *Advertising Account Executive*

01/2005 - 8/2009

Top performing advertising sales representative specializing in marketing consulting.