Derek Holloway

Digital Marketing Specialist

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SUMMARY

Digital marketing specialist with 3 years of experience in SaaS and retail, running SEO, Google Ads and email campaigns. Grew organic traffic 65% in a year through on-page fixes and a content refresh, and built an email flow that recovered $40K in abandoned carts in its first quarter. Comfortable in GA4, HubSpot and Google Ads.

EXPERIENCE

Digital Marketing Specialist — Northbridge Supply Co.

Denver, CO · May 2023 – Present

- Rewrote title tags, meta descriptions and internal links across 80 product pages, growing organic traffic 65% year over year per GA4.
- Built a 4-email abandoned cart flow in Klaviyo that recovered $40,000 in sales in its first quarter, a 9% recovery rate.
- Managed a $6,000/month Google Ads budget across search and shopping campaigns, lowering cost per acquisition from $38 to $24.
- Launched a content calendar producing 8 blog posts a month, 3 of which reached page-one rankings for target keywords within 6 months.

Marketing Coordinator — Loomis Analytics

Denver, CO · Aug 2021 – Apr 2023

- Ran weekly A/B tests on landing page headlines and CTAs, raising demo request conversion rate from 2.1% to 3.4%.
- Coordinated LinkedIn and Google Ads campaigns for 4 product launches, generating 450 marketing-qualified leads in year one.
- Built monthly performance reports in GA4 and HubSpot for the VP of Marketing, tracking spend against pipeline contribution.

SKILLS

SEO: On-page optimization, keyword research, Google Search Console, Ahrefs

Paid media: Google Ads, Meta Ads, campaign budgeting, A/B testing

Email and automation: Klaviyo, HubSpot, Mailchimp, lifecycle flows

Analytics: GA4, UTM tracking, conversion rate optimization

CERTIFICATIONS

Google Ads Certification, 2023

HubSpot Content Marketing Certification, 2022

EDUCATION

B.A. Marketing, University of Colorado Denver, 2021

Fictional example by FindAJobAI: the person, employers and numbers are invented.