

Digital Marketing Executive | Growth-Focused Strategist

<https://www.linkedin.com/in/jeremybritten>

Key Skills

- Strategic Marketing
- Data-Driven Decision Making
- Team Leadership and Management
- Cross-functional Collaboration
- Digital Channel Expertise
- Marketing Automation
- Analytics and Measurement
- Project Management

Professional Experience

Growth Marketing Director *Cypress Mill Co.* 5/2023 – 4/2024

Hubspot • Asana • LinkedIn Ads • WordPress • GA4 • Adobe Creative Suite

- **Drove 100% MQL growth:** Spearheaded data-driven transformation, optimizing paid social and lead nurturing funnels.
- **Boosted organic traffic 67%:** Developed comprehensive content marketing strategy, focusing on SEO and content optimization.
- **Architected data-driven marketing strategy:** Implemented agile methodologies for efficient campaign execution and optimization.

Digital Marketing Leader *Bank Independent* 4/2017 – 5/2023

Salesforce • Streaming TV • Paid Social • Wrike • Geo-Targeting • Google Ads • ABM

- **Delivered \$50 million in new deposits:** Led a high-performing team, executing data-driven strategies and managing a \$150k+ monthly paid media budget servicing 30+ locations.
- **Scalable growth strategy:** Developed and executed a scalable growth strategy resulting in a 27% YoY increase in fully funded digital account openings.

Director of Web & Digital Strategy *University of North Alabama* 3/2008 – 4/2017

Brightedge SEO • GTM • SEMRush • Paid Media • Google • Meta Business Manager

- **Led web & SEO transformation:** Increased web page views by 10 million annually, optimizing SEO and social media for record enrollment growth.
- **Built social media roadmap:** Grew audience to 70,000+ international followers, driving 2 million annual impressions and record conversion rates.
- **Built and led high-performing team (8+):** Fostered a collaborative culture to deliver measurable results across digital channels.

JEREMY BRITTEN

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Certifications

Google Ads	<i>Google</i>
Google Analytics	<i>Google</i>
Apple Search Ads	<i>Apple</i>
Search Engine Optimization	<i>Brightedge</i>
Meta Social Media Ads	<i>Meta Blueprint</i>
Account Based Marketing	<i>Terminus ABA</i>
Certified Financial Marketing Professional	<i>American Bankers Association</i>

Awards

Doing Well By Doing Good Award - MasterCard <i>Digital Marketing</i>	<i>2021</i>
CASE III Award of Excellence <i>Recruitment Video; Project Manager</i>	<i>2016</i>
CASE III Award <i>Social Media Campaign / Online Auction</i>	<i>2009</i>

Education

Bachelor of Fine Arts, Graphic Design	<i>The Art Institute of Seattle</i>
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