

LUIS MARTINEZ

Head of Digital Marketing & Growth | SEO | Web Strategy | Revenue Marketing

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PROFILE

Digital marketing leader with 15+ years of experience driving revenue growth through SEO, paid media, website optimization, and data-driven digital strategies. Proven ability to increase organic traffic, improve conversion rates, and scale digital acquisition channels across agency and corporate environments. Experienced leading cross-functional teams, optimizing marketing funnels, and aligning digital strategy with business growth objectives.

SELECTED DIGITAL IMPACT

- Increased organic search traffic 65% in 18 months through technical SEO improvements and content optimization
- Reduced Google Ads cost-per-lead 32% through campaign restructuring and target
- Managed \$300K+ annual PPC budgets across Google Ads and paid social campaigns
- Improved landing page conversion rates 28% through UX and CRO optimization
- Oversaw 50+ marketing landing pages and campaign websites across multiple brands
- Directed digital creative strategy for national brands including Lennar Homebuilders, Papa John's and Captain D's campaigns while at Zimmerman Advertising

CORE SKILLS & PLATFORMS

Digital Marketing Strategy	Google Analytics, Tag Manager
SEO & Technical SEO	Google Ads, Search Console
Growth Marketing	SEMrush, Ahrefs, Moz
PPC Campaign Management	Screaming Frog
Conversion Rate Optimization	Meta Ads Manager, LinkedIn Ads
Website Strategy & UX/UI	WordPress, WooCommerce, Shopify
Content Marketing Strategy	HTML5, CSS, ASP.NET MVC
Lead Generation Funnels	Adobe Creative Suite, HubSpot, Hotjar

PROFESSIONAL EXPERIENCE

ECMD, Inc. - Charlotte, NC

Digital Marketing Director | 2012 - Present

- Lead digital growth strategy across SEO, paid acquisition, website performance, and lead generation initiatives for multiple national building product brands
- Manage company websites, landing pages, and marketing platforms driving digital acquisition and brand visibility
- Develop SEO strategies including technical optimization, keyword research, and content improvements• Execute PPC campaigns across Google Ads and paid social channels while monitoring analytics performance
- Collaborate with developers using ASP.NET MVC architecture to implement web initiatives
- Optimize UX and conversion rates through CRO testing and landing page improvements
- Align digital marketing initiatives with broader business growth and customer acquisition strategies

Key Results

- Increased organic traffic 65% through SEO optimization and technical improvements
- Reduced PPC cost-per-lead 32% through campaign optimization
- Improved website conversion rates 28% through UX and landing page optimization
- Expanded search visibility and lead generation across multiple brands and product categories

Zimmerman Advertising - Fort Lauderdale, FL

Creative Director (Web & Digital) | 2008 – 2012

- Led digital creative strategy and website initiatives for major national brands
- Developed brand guidelines and digital campaign strategies
- Managed web projects from concept through launch
- Collaborated with marketing strategists, developers, and creative teams to deliver integrated campaigns

Worldata - Boca Raton, FL

Creative Director | 2003 – 2008

- Directed creative strategy for digital and print marketing campaigns
- Led website design and marketing collateral development
- Maintained brand consistency across digital and offline marketing assets
- Managed design teams and campaign production workflows

EDUCATION

- HarvardX (edX) — Professional Studies, Marketing & Communications
- International Design Institute — Web Design & Multimedia
- Instituto de Diseño de Caracas — Graphic Design
- Universidad Metropolitana — Modern Languages

LANGUAGES

English (Fluent) • Spanish (Fluent) • Italian (Conversational)