

Ashley Rivera

Digital Marketing Specialist | Paid Media, Email & Lead Generation

Denver, CO

(720) 555-0136

ashley.rivera@email.com

linkedin.com/in/ashleyrivera-marketing

SUMMARY

Digital Marketing Specialist with 3.5 years of experience planning and optimizing paid, email, and content campaigns for B2B and e-commerce brands. Managed \$1.2M in annual ad spend, generated 9,400+ qualified leads, and improved return on ad spend from 2.9x to 4.6x. Skilled in Google Ads, Meta Ads, HubSpot, GA4, and conversion-rate optimization; Google Ads and HubSpot certified.

SKILLS

Paid & Performance: Google Ads (Search, Display, Performance Max), Meta Ads, LinkedIn Ads, Retargeting, Budget Pacing, A/B Testing, Conversion Rate Optimization

Lifecycle & Content: Email Marketing, Marketing Automation, Lead Nurturing, Landing Pages, Content Calendars, Copywriting

Tools & Analytics: Google Analytics 4, Google Tag Manager, HubSpot, Mailchimp, SEMrush, Looker Studio, Unbounce, Canva, Excel

EXPERIENCE

Digital Marketing Specialist

Jun 2023 – Present

Summit Peak Outdoor Co. — Denver, CO

- Manage \$1.2M in annual paid media across Google, Meta, and LinkedIn; improved ROAS from 2.9x to 4.6x and lowered cost per lead by 34%.
- Generated 9,400+ marketing-qualified leads in 2024, contributing to \$3.8M in attributed pipeline and revenue.
- Built HubSpot nurture programs with 12 workflows that lifted email-to-opportunity conversion from 2.1% to 3.6%.
- Ran 60+ A/B tests on ads, landing pages, and emails; winning variants raised conversion rate by 28%.
- Created Looker Studio dashboards that gave leadership weekly visibility into 15 channel KPIs.

Marketing Coordinator

Jul 2022 – May 2023

Front Range Home Services — Boulder, CO

- Executed email and social campaigns reaching 85,000 subscribers; grew open rate from 19% to 27%.
- Set up GA4 and Google Tag Manager tracking across 4 websites, improving conversion-data accuracy.
- Produced 40+ blog posts and landing pages that increased organic leads by 22%.
- Coordinated 3 webinars with 1,100 total registrants and a 41% attendance rate.

AWARDS

Marketer of the Year 2024 for the highest-ROI campaign of the year, a retargeting program that delivered a 7.1x return.

EDUCATION

Bachelor of Science in Marketing

University of Colorado Boulder — Boulder, CO
2022 | GPA 3.6

CERTIFICATIONS

- Google Ads Search Certification
- HubSpot Inbound Marketing & Email Marketing Certifications
- Google Analytics 4 Certification