
L.J. BIESIADA

DIGITAL MARKETING PROFESSIONAL

Experienced and passionate marketing professional with proven success in developing strategies for both paid and organic campaigns. Impactful and proficient in building websites, social media strategy, and digital advertising.

EXPERIENCE

2022-Present

Total Life Changes

Business Development

Responsibilities

Develop and implement the companies B2B strategy to ultimately get products into retail stores.

Identify, find, and contact qualified leads via LinkedIn Sales Navigator.

Optimize the lead pipeline using a CRM and A/B testing throughout the journey.

2020-2022

Total Life Changes

Digital Marketing Director

Responsibilities

Plan, strategize, and oversee the overall marketing approach for organic social media, paid ads, web, email, and SMS.

Develop communication strategies for product launches, events, sales, and more while overseeing the execution to support campaign growth.

Develop both organic and paid online sales funnels to increase new customer acquisition.

Manage social media campaigns that integrate various social media platforms with a focus on Facebook, Instagram, Twitter, and Tik Tok.

Leverage data throughout the customer journey to make informed decisions for communication optimization.

Examine existing processes, identifying flaws and creating solutions to improve marketing capabilities.

Continually set strategic goals and measure progress through data analysis for all marketing campaigns.

SKILLS

- Facebook Ads Manager
- Google Ad Words
- Google Analytics
- Adobe Creative Suite
- Wordpress
- Shopify
- Social Media Marketing
- Marketing Automation
- Content Marketing
- Team Leadership
- Strategic Planning
- Lead Generation
- Data Analysis
- Problem Solving
- Project Management
- A/B Testing
- SEO/SEM

EDUCATION

Wayne State University

Bachelor of Science in
Business Administration

Concentration: Marketing
and communications

2018-2020

Total Life Changes

Digital Marketing Advertising Specialist

Responsibilities

Maximize return on investment of digital advertising on Facebook and Instagram.

Work cooperatively with the marketing team to ideate and create innovative digital advertisements.

Identify and create both warm and cold audiences for detailed targeting.

Monitor and optimize daily campaign performance through A/B testing creative approaches.

2021-Present

Cruisin' Cuts

Digital Marketing Consultant

Responsibilities

Build, design, and optimize website to increase organic search traffic through SEO.

Launch and strategize Google Ad campaigns to increase client acquisition.

2020-Present

Jäger Lifestyle Co.

Digital Marketing Consultant

Responsibilities

Create and implement the overall company branding by designing the logo, website, and apparel products.

Create and manage the Facebook Ad account to generate awareness, demand, and sales for the brand.

Ideate and launch sales promotions on Facebook, Instagram, email, and the website to increase sales.

2018-Present

Live Polar

Digital Marketing Consultant


Responsibilities


Create, manage, and implement social media campaigns to support platform growth and product sales with a focus on Facebook and Instagram.

Develop brand ambassador program to leverage sales beyond the initial purchase by incentivizing referalls.

Develop online sales funnels through Facebook advertising to onboard new customers to the brand ambassador program.

CONTACT INFO

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