

# Jon LaFerriere | Senior Manager, Digital Marketing

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<https://www.linkedin.com/in/jon-laferriere/> | <https://jonlaferriere.com> (portfolio)

## Candidate Overview

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Digital Marketing professional with 10+ years of experience in SEO, Paid Search, CRO, content strategy, and web analytics. Proven track record managing multichannel marketing strategies for eCommerce, D2C, and lead generation, driving growth through data-driven insights and automation.

Led complex projects from global template overhauls to advanced SEO frameworks and CRO testing, improving user experience and conversion rates. Skilled at simplifying strategies into actionable plans that secure stakeholder buy-in and align with business goals.

Experienced in team mentorship, project management, and cross-functional collaboration. Hands-on with technical SEO, paid media, and marketing automation, with a focus on continuous improvement and maximizing impact. Seeking a leadership role within a collaborative, growth-focused team.

See my portfolio showing examples of success and growth here: <https://jonlaferriere.com>

## Employment History

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### DIRECTOR OF DIGITAL MARKETING, ASSOCIATE | TARGET SPORTS USA | 9/2024 - Present (Fulltime)

- **Global Template Overhauls for SEO, UX, and CRO:** Led the redesign of the blog, category listing pages (CLPs), and product detail pages (PDPs), implementing scalable SEO frameworks that increased organic impressions by 40% and clicks by 25% QoQ while improving UX and conversion rates.
- **Programmatic DSP Partnerships:** Secured DSP partnerships for a sensitive vertical, launching campaigns that generated 1,500+ conversions and \$450,000+ in revenue from a \$15.5k media spend.
- **Automation & Innovation:** Developed custom tools and Python scripts to automate SEO tasks, reducing product description time by 81%, enabling scalable optimizations across thousands of SKUs.
- **Content SEO & Blog Strategy:** Built a new blog site with optimized templates and created content that increased search visibility for high-value, non-branded queries like "best ammo websites," driving more qualified traffic to key pages.

- **SEO & CRO Execution:** Delivered a 40-page technical SEO audit and implemented forward-thinking on-page frameworks that boosted rankings and improved conversion metrics across product and landing pages.
- **Team Leadership & Training:** Facilitated cross-department training on SEO, content workflows, and catalog management, empowering the team to own and sustain ongoing initiatives with documented processes.
- **Unified Paid & Organic Strategy:** Integrated paid media and SEO efforts to drive traffic to optimized landing pages, improving user journeys and conversions across channels.
- **Performance Reporting & Insights:** Created dashboards in Google Looker Studio and GSC, tracking key metrics and reporting a 100% increase in non-brand keyword rankings, sustaining growth beyond seasonal trends.
- **Project Management & Roadmapping:** Created and managed quarterly digital roadmaps, aligning SEO, CRO, and paid media projects with business goals. Led cross-functional teams to deliver projects on time, meeting performance benchmarks and deadlines.

#### SENIOR MANAGER, SEO & PAID MEDIA | TOTALLY PROMOTIONAL (In-house - Fulltime) | 6/2023 - 6/2024

- **Spearheaded the development and execution of** a comprehensive digital advertising strategy, achieving significant improvements in online presence and ROI.
- Directed (and executed) **SEO and paid search strategies**, including oversight of SEO specialists and expansion into new advertising channels such as paid social, display, and Amazon.
- Conducted key SEO audits **and collaborated with the UX team** to optimize conversion rates, boosting website performance.
- **Formulated strategic quarterly goals and roadmaps**, positioning Totally Promotional for sustained digital growth.

#### INDEPENDENT CONSULTANT WORK | (1099 - Freelance) | 01/2020 - 12/2024

##### Freelance Clients

- <https://www.ipromo.com>
- <https://lostartlaser.com>
- <https://www.tacticalpolicegear.com>
- (Other clients that wish to remain anonymous)

##### Main Event Digital (1099)

- [<https://www.maineventdigital.com>]  
(Agency partnership - freelance via MED)
- <https://www.travers.com>
  - <https://www.barcodesinc.com>
  - <https://www.idwholesaler.com>
  - <https://www.digitalcommerce360.com>

##### Primacy (1099)

- [<https://theprimacy.com>]  
(Agency partnership - freelance via Primacy)
- <https://www.globalatlantic.com>
  - <https://cis.cornell.edu>
  - <https://cals.cornell.edu>

## SENIOR MANAGER, SEO | DIGITAS NORTH AMERICA (Agency - Fulltime) | 9/2021 - 3/2022

(Absorb LMS)

- SEO ROI forecasting for lifts in SQLs/MQLs that drove internal buy-in for SEO ops to be approved
- **Developed a content cluster site architecture approach for high-value landing pages that** increased SQL's by 15% QoQ (Informed by Organic trend analysis then amplified via Paid Search once created)
- **Contributed to 45.7% page 1 kw lift** from content strategy implementation (249 to 363 Sep 21 to Dec 21)
- Increased landing page score for Google Ads campaigns **that drove down CPA by avg of 15%**

(Victoria's Secret LB)

- Organic **Search customer journey recommendations** and SEO ROI forecasting
- Organic Search persona building **to inform category page content recommendations**
- Category landing page content to boost earned share of voice
- Technical SEO audits **and project planning with Dev/ IT resources to increase site visibility/ indexability**

## MARKETING & ECOMMERCE | NDZ PERFORMANCE (In-house - Fulltime) | 7/2014 - 2/2021

- Drove brand relationships to develop new products as well as cross-brand digital marketing campaigns
- **Hired and trained company's "front of house" marketing and ecommerce operations team**
- Increased organic position 1-3 (top of page 1) keyword rankings 3019.49% (from 59 to 1794 from 1/2018 to 3/2022)
- Increased organic traffic by 295% (2022 vs 2018)
- Increased organic channel revenue by 233% as a result of ongoing SEO efforts (2022 vs 2018)
- **Owned monthly and quarterly reporting KPIs and informed strategy for multiple channels** (SEO, Email, Social, Affiliate, Amazon, eBay, Retail site)
- Email segmentation of 135k subscribers and constructed drip campaigns that increased avg open rate of 41% (up from 29%) and avg CTOR of ~25% (up from 18%)
- **Created a B2B program from scratch** utilizing HubSpot CRM and Sales for over 70k MQL's countrywide from public ATF databases and qualified on an individual level
- Informed and managed strategy to increase Amazon Marketplace sales by 47% (sep 1 2022 - jan 2 2023 vs the same period last year) utilizing A+ content, Amazon PPC techniques, **and consolidated listing strategies to drive 1st party and 3rd party (Amazon) SEO**

## Education and Certifications

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### CERTIFICATIONS

Please see LinkedIn account for certifications: <https://www.linkedin.com/in/jon-laferriere/>

Advanced Programmatic Course - StackAdapt - <https://verify.skilljar.com/c/oo5xzwoe7sof>

Google Ads Search Certification - <https://skillshop.credential.net/744e6546-0b0c-41c8-bd49-c2cddd09ed6d>

Google Analytics Certification - <https://skillshop.credential.net/185d633f-b929-4972-b154-6669ee5378b6>

SEMRush Technical SEO Certification -

<https://static.semrush.com/academy-prod/certificate/3280017/SEMrush-Academy-Certificate-789a59472292e9a9994871beb70025f86b3bdbb3e4e26407ab87aaa197afc87b.png>

Marketing Fundamentals Course - The Trade Desk -

[https://www.credly.com/badges/ca45e71a-71ec-45a7-8ca7-38244bf99300/linked\\_in\\_profile](https://www.credly.com/badges/ca45e71a-71ec-45a7-8ca7-38244bf99300/linked_in_profile)

## EDUCATION

B.F.A. Illustration & Design | 2013 | The New Hampshire Institute of Art

## Examples of Work History

See my portfolio showing examples of success and growth here: <https://jonlaferriere.com>

## ORGANIC TRAJECTORY INCREASES



### KEY INSIGHTS:

- 40 page technical SEO audit hand off to IT on Sept 1 2024 (red arrow)
- Tech SEO tickets created in rapid succession and executed by IT team (purple arrow)
- Onpage SEO for product pages and categories began on / around mid-October (blue arrow)
- Most of this growth was due to technical SEO strategy and is being sustained by onpage SEO efforts at scale (programmatic SEO)

# ORGANIC TRAFFIC INCREASES (QoQ)

Total users by Session Edited Default Channel Group over time

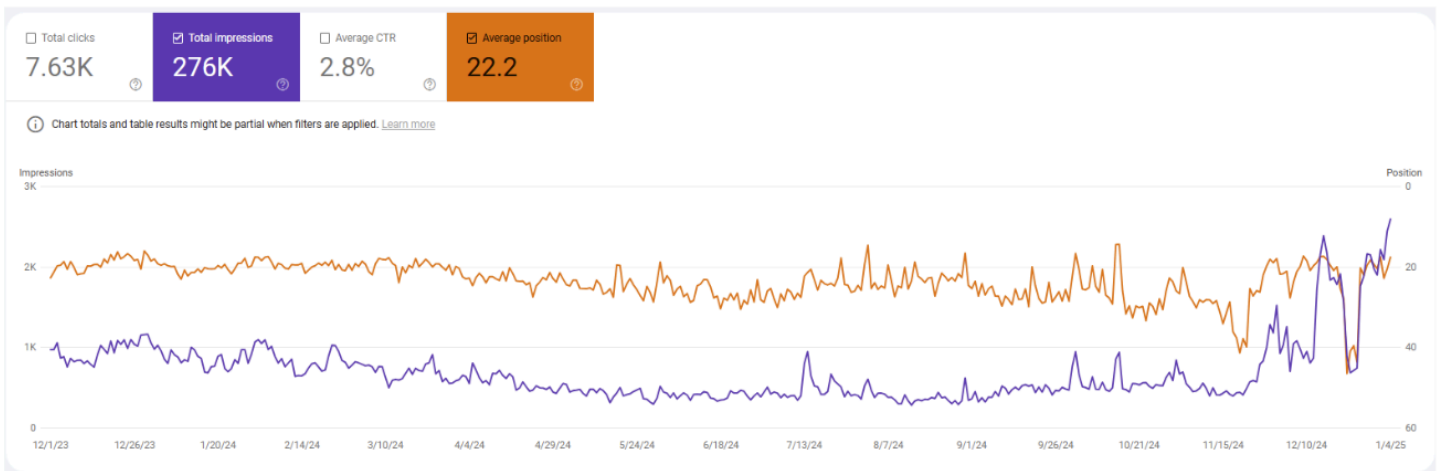


	Total users	New users	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session
<b>Total</b>	449,703 vs. 363,997 ↑ 23.55%	402,124 vs. 328,130 ↑ 22.55%	883,075 vs. 709,409 ↑ 24.48%	616,834 vs. 520,332 ↑ 18.55%	69.85% vs. 73.35% ↓ -4.77%	2m 05s vs. 129.07 ↓ -2.83%
<b>1 Organic Search</b>						
Oct 1 - Dec 31, 2024	449,703	402,124	883,075	616,834	69.85%	2m 05s
Jul 1 - Sep 30, 2024	363,997	328,130	709,409	520,332	73.35%	2m 09s
% change	23.55%	22.55%	24.48%	18.55%	-4.77%	-2.83%

## IMPORTANT SEO KEY PERFORMANCE INDICATORS (SEO RELATED ONLY)

- ↑ **23%** **NEW USERS**  
402,124 vs 328,130
- ↑ **25%** **SESSIONS**  
883,075 vs 709,409
- ↑ **24%** **TOTAL USERS**  
449,703 vs 363,997
- ↓ **13%** **BOUNCE RATE**  
30% vs 27%

# Revised Category Page Template for SEO (win)



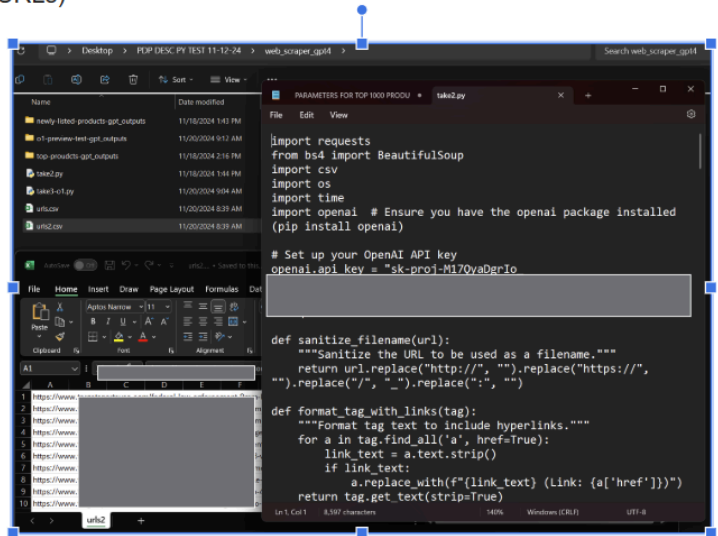
### KEY INSIGHTS:

- Redid the entire page and optimized the "onpage" content [REDACTED]
- Sampling a 7 day "high" vs a 7 day "low", we can see that there is over a 100% increase in [REDACTED] related keywords in GSC, indicating that this page has become relevant for transaction intent queries/ keywords.

# Doing More With Less = Cost Savings

- The [advanced product description generator tool](#) is only one example
- I've also developed Python Scripts that get our product descriptions [65% of the way there in bulk](#) (automated one after another referencing an excel file of URLs)

Metric	OLD	NEW	SAVINGS
Time per <a href="#">advanced</a> product description	4 hours	0.75 hours	-
Total product descriptions	1,000	1,000	-
Hourly rate	\$25/hr	\$25/hr	-
<b>Total cost</b>	\$100,000	\$18,750	<b>\$81,250</b> (81.25% reduction)
<b>Total time</b>	4,000 hours (~100 weeks)	750 hours (~18.75 weeks)	<b>3,250 hours</b> (~81.25% reduction)



## +26% Organic Sessions Increase YoY:

- Major technical SEO issues resolved (mainly due to JS-loaded content that was not indexable/ crawlable)
- Development and optimization of organic product listings in the SERPs for increased visibility due to landscape changes for this particular site's product portfolio
- Began working with this client in early October 2023

Session default channel group +		Total revenue	Users	New users	Sessions	Views	Engaged sessions	Bounce rate
SHOW ALL ROWS			93,210	89,081	118,384	349,351	78,076	34.05%
			vs. 64,113	vs. 59,846	vs. 93,884	vs. 381,625	vs. 68,602	vs. 26.93%
			↑ 45.38%	↑ 48.85%	↑ 26.1%	↓ -8.46%	↑ 13.81%	↑ 26.44%
1	Organic Search							
	Dec 1, 2023 - Jan 13, 2024		91,895	87,803	116,372	344,114	76,964	33.86%
	Dec 1, 2022 - Jan 13, 2023		63,145	58,932	92,461	377,640	67,431	27.07%
	% change		45.53%	48.99%	25.86%	-8.88%	14.14%	25.09%
2	Organic Shopping							
	Dec 1, 2023 - Jan 13, 2024		1,455	1,278	1,965	5,237	1,326	32.52%
	Dec 1, 2022 - Jan 13, 2023		1,060	914	1,539	3,985	1,063	30.93%
	% change		37.26%	39.82%	27.68%	31.42%	24.74%	5.14%

# Relevant Skill Sets and Applications

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## **PROGRAMS AND APPLICATIONS**

- ChatGPT / GPT-o1 / AI content tools
- Google Analytics (GA4) (Certified)
- Google Ads (Certified)
- Google Looker Studio (aka Data Studio)
- Google Search Console
- Google Tag Manager
- G-Suite (Docs/ Sheets/ Slides/ Drive)
- SEM Rush
- MOZ
- Ahrefs
- Screaming Frog (Technical SEO audits)
- Amazon AMS
- MS Word / Excel / Outlook / PowerPoint
- Adobe Photoshop (Expert)
- Asana / Jira / Trello / Monday

## **RELEVANT SKILL SETS**

- Multi-channel brand activation (SEO / Paid Search / Email / Social / Paid Social)
- Persona building and customer journey road mapping
- Industry trend analysis and KPI identification/ reporting
- Competitive analysis
- Content strategy / development / planning
- Budgeting / forecasting / upselling
- A/B Testing
- Website transitioning / platform migrations
- 3rd party vendor management
- On & Off-Page SEO campaign creation
- Native platform reporting
- Link building
- New client pitch deck creation
- UX / CRO strategy and auditing
- Keyword research / list maintenance

- Domain management and strategy
- Ecommerce management and marketing
- HTML (working knowledge)
- CSS (Basic Knowledge)
- Python (Basic knowledge - enough to be “dangerous” for workflow automation)

## **RELEVANT CANDIDATE ATTRIBUTES**

- Strong interpersonal skills / strong team player
- Critical thinking skills
- Team management and talent acquisition (interviewing and hiring)

