

# JEFFERY L. BURDEEN

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## Ecommerce | Digital Marketing | Business Leader | B2C | B2B

Ecommerce & Acquisition Marketing Professional with 20+ years of digital marketing experience across Fortune 500 companies and startups. Marketing strategy and ecommerce experience including PPC, SEO, SMM, affiliate marketing, email marketing, influencer marketing, content marketing, digital analytics, and website management.

## Skills | Technology | Platforms

- Ecommerce
- Google Analytics/Reporting
- Marketing Strategy
- SEO/Organic Search
- Google/PPC Advertising
- Creative Development
- Remarketing
- Media Planning
- Content Marketing
- Brand Architecture/Strategy
- Email Marketing
- Social Media
- Affiliate Marketing
- Influencer Marketing
- Content Marketing
- Public Relations
- P&L Responsibility
- Adobe Commerce/Magento
- Shopify, BigCommerce
- Google Ads, Facebook Ads
- LinkedIn Ads, Twitter Ads
- Adobe Suite: Photoshop, others
- Klaviyo, Mailchimp, others
- ShareASale, Impact Cloud
- Marketo, HubSpot, Salesforce
- Google Analytics, Looker
- SEMrush, Ahrefs, MOZ

## Experience

**Balfour & Company** | Aventura, FL

**Vice President Ecommerce and Digital Marketing** | April 2022 – Present

Manage B2C and B2B ecommerce channels (\$100M+), including P&L, budgets, digital marketing, and operations. Direct responsibility for ecommerce strategy, growth, and reporting (KPIs) for 15 websites including Balfour®, GradImages®, University Photo®, Gaspard®, ArtCarved®, and KeepSake®.

- Built 15-person high performing team responsible for product information management (PIM), product merchandising, marketing program implementation, analytics, and reporting, and Search Engine Optimization/SEO.
- Led company's digital marketing programs—introduced best practices such as SEM, SEO, PPC, Affiliate and paid digital/social media promotions, all vital to reducing customer acquisition costs 40% and doubling marketing return on advertising spend (ROAS).
- Improved User Interface (UI) and User Experience (UX)/Journeys on our key websites by leveraging website metrics, competitive analysis, market trends, and usability testing to improve conversion rates (+2.5% avg.), lower bounce rates (-15% avg.) and increase average order value (+20% avg.).
- Created and led go-to-market (GTM) strategy for new products. These highly profitable new products have led to an incremental +18% annual company revenue.
- Launched and grew Amazon and Walmart marketplace programs (along with new retail channels) that have driven more than \$15M in new company revenue.

## **Fluidfreeride, LLC | Miami, FL**

### **Vice President of Brand and Ecommerce | April 2020 – March 2022**

Led brand marketing strategy and execution for the leading electric scooter ecommerce company. Planned and executed company's digital marketing, social media, and advertising campaigns. Enhanced brand identity and customer experience, drove awareness/site traffic and improved advertising ROI.

- Oversaw ecommerce site redesign and coding (with agency partners) for new fluidfreeride.com. Improvements included UI/UX improvements for increased conversion and SEO best practices to drive more site traffic. Organic traffic +40% / Conversion +60% two months after launch of new site.
- Improved paid search, and social advertising campaign results by implementing marketing research to better define our consumer insights/segments and understand their journey to conversion. We were able to more than double our Google and Facebook PPC ROI from 300% to 750%.
- Led the strategy, development and implementation of brand guidelines and new company logo. Includes: brand architecture, mission, purpose, value proposition, emotional and rational benefits, values, personality, and visual identity.

## **Einstein Digital | Chicago, IL**

### **Marketing Consultant/Partner | April 2016 – March 2022**

Lead development and execution of digital marketing programs across multiple media platforms for agency clients and brands.

- Launched competitive Search Engine Optimization (SEO) keyword analysis and strategic content marketing campaign for ecommerce client. Increased organic traffic 72%.
- Improved client's Google AdWords/Pay-per-click (PPC) return on investment (ROI) 48% by targeting their ads to a more relevant audience. click-through rate (CTR) more than doubled to 4.9%, and cost- per-click (CPC) was reduced by 50%
- Improved client website structure, layout and content conducting a comprehensive website audit. Redesigned site and implemented content strategy to better attract organic traffic. Drove 57% increase in organic search traffic.

## **Greenlane Holdings | Boca Raton, FL**

### **Chief Marketing Officer | August 2015 – April 2016**

Responsible for leading digital marketing transformation, including ecommerce, digital marketing, and re-branding.

- Built and led 14-person integrated marketing team. Grew B2C channel by 300% and B2B channel by 75% in first year.
- Overhauled entire Magento ecommerce website. Included enhancing keyword saturation, content, backlinks, and code structure. Increased average organic search traffic 125% per month.
- Improved Google AdWords return on ad spend (ROAS) by 34%. Added A/B testing and leveraged performance metrics to better segment PPC campaigns and improve bid and budget management.
- Updated email marketing program by targeting communications based on segmentation and relevance, increasing response rate 150%.

## **Snips Media** | Chicago, IL

### **Chief Marketing Officer** | January 2009 – July 2015

Partnered with a Northwestern University Professor to launch and grow the first campaign management software solution designed to assist brands and agencies with deep data driven influencer marketing campaigns.

- Established and executed go-to-market strategy, product portfolio plan and associated roadmaps. Added 18,500 new users in first 12 months.
- Partnered with HYPR brands to add global influencer database discovery functionality (two million influencers). Immediately closed \$26 million in new deals.
- Researched marketing automation platforms and chose Marketo to automate personalized campaigns across all marketing channels, track, and report on the impact of our marketing initiatives. Marketing ROI improved by 80% in first six months.

## **Hasbro** | Pawtucket, RI

### **Vice President Digital** | November 2005 – January 2009

Led Hasbro's expansion into digital entertainment, taking Hasbro brands (Monopoly, Scrabble, Transformers, GI Joe, and others) beyond toys and games and into digital gaming including online, console, mobile, and social media. Responsibilities included annual business plan, P&L, and budgets.

- Managed and led 25-person team responsible for social media, influencer programs, digital content development and distribution, websites, eCommerce, mobile, digital media, and analytics. Managed \$340 million P&L business unit.
- Launched Transformers™: The Game globally. Negotiated licensing deal with Activision and Glue Mobile to launch console and mobile games. Implemented integrated marketing plan that led to pre-launch console product sell-out. Sold three million console games resulting in \$180 million in retail sales.
- Led the development of a promotional website to support the Transformers™ movie launch from Paramount, DreamWorks, and Hasbro. Leveraged social media and referral marketing to drive engagement by more than 20 million users. Movie box office totaled more than \$709 million, putting it in the top 20 of all time.
- Drove more than \$150 million in incremental annual revenue by developing new licensing agreements with industry-leading partners, and re-negotiating preexisting licensing agreements that were sub-optimal.

## **Additional Relevant Experience**

### **Brand Director**

**Nokia** | Irving, TX

### **Brand Manager**

**The Walt Disney Company** | Orlando, FL

### **Marketing Manager**

**Coca-Cola** | Schaumburg, IL

### **Brand Manager**

**Kellogg's** | Battle Creek, MI

## **Education**

### **Master of Business Administration**

Mendoza School of Business at University of Notre Dame, Notre Dame, IN

### **Bachelor of Science in Marketing/Advertising**

Indiana University, South Bend, IN