

ERIC IZURIETA

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MARKETING MANAGER

PROFESSIONAL SUMMARY

Visionary marketing leader with over a decade of marketing experience driving revenue growth, elevating brand positioning, and delivering data-driven strategies that align with organizational goals. Proven success in leading cross-functional teams, optimizing multichannel campaigns, and ensuring impactful execution of marketing initiatives on time and within budget.

COMPETENCIES

Marketing Strategy | Brand Positioning | Data-Driven Decision Making | Campaign Optimization | Digital Transformation | CRM & Marketing Automation | Budget Management | Cross-Functional Team Leadership | SEO & SEM | Content Marketing | PPC | Customer Experience (CX) | Social Media | Event Management

PROFESSIONAL EXPERIENCE

MANAGING PARTNER

J&E Consulting Partners

Jan 2024 – Present

Lead all marketing efforts to drive brand awareness and revenue growth through innovative strategies and impactful multichannel marketing campaigns that align with business objectives across digital, social, print, and traditional media channels.

- Orchestrated the end-to-end development of J&E's sales and branding assets, launching a new website, comprehensive branding guidelines, and digital collateral, achieving an 80% surge in new client acquisition within six months.
- Delivered a 38% overall increase in lead generation by executing high-impact marketing campaigns and overseeing content creation that significantly enhanced brand visibility and customer engagement for our clients.
- Implemented project workflows by utilizing CRM and project management tools, enhancing team productivity and ensuring the successful delivery of impactful campaigns on time and within budget.

MARKETING MANAGER

Nelnet Renewable Energy

Dec 2022 – Oct 2023

Developed and executed comprehensive marketing plans and multi-channel advertising strategies across platforms such as Google PPC, social media, print and events, achieving significant ROI. Collaborated with sales teams, marketing departments, and strategic vendors to ensure the timely delivery of marketing assets within budget and aligned with business objectives.

- Designed and executed targeted B2B and B2C marketing campaigns, generating over 100k digital impressions and an average of 60+ marketing-qualified leads per campaign.
- Led the successful launch of a fully optimized website featuring 18 landing pages, engaging blog content, and robust SEO, completed within a three-month deadline.

- Supervised a high-performing team by implementing tools like Salesforce, Smartsheet, and SharePoint to enhance productivity and streamline communication.

MARKETING MANAGER

Ygrene Energy Fund

May 2017 – Oct 2021

Designed and executed marketing campaigns, revenue-generating initiatives, and community events that drove lead generation and increased revenue across partner and direct-to-consumer channels. Collaborated with cross-functional teams as well as third-party agencies, to enhance brand awareness and achieve top performance for company products.

- Strategically allocated a \$1.3M marketing budget to execute 80+ integrated campaigns across digital, print, and traditional media, generating \$10M+ in incremental revenue in 2021.
- Increased participation in the company's Partner Elite program by 26% over a 12 month period through strategic relationship-building and targeted marketing and sales initiatives.
- Secured high-profile placements for Ygrene on TV, radio, and print by collaborating with third-party agencies, delivering valuable brand exposure and heightened name recognition.

MARKETING MANAGER

Neon Workforce Technologies

Mar 2016 – Apr 2017

Developed and executed a comprehensive marketing plan and brand strategy, managing key initiatives to engage end users through diverse advertising channels and tailored partner programs.

- Orchestrated the company's rebranding initiative, consolidating three independent SaaS solutions under a unified brand and company name, successfully launching a new website and creating all-new marketing collateral.
- Achieved over 10K page views and maintained a 66% new visitor rate post-launch of the new company's website by implementing a comprehensive organic placement strategy, including a robust linking framework, detailed keyword optimization, and consistent content development.

MARKETING MANAGER

Hytera America

Sep 2014 – Feb 2016

Oversaw all strategic aspects of multichannel marketing and brand awareness initiatives across channel sales and direct marketing for the North America region, including strategy development, planning, communication, copywriting, creative execution, adherence to brand guidelines, and budget management.

- Enhanced brand awareness and increased web traffic by redesigning the company's dealer-centric portal to target end customers in specific vertical markets, enabling consumers to easily locate relevant products.
- Launched a new portable radio product line by conducting market research to identify an untapped industry segment, with projected sales to exceed \$1M by 2015.

EDUCATION

Master of Business Administration
Colorado Technical University | Expected 2025

Bachelor of Science in Business Administration, International Business
University of Central Florida