

JEFF CHIARELLI

MARKETING EXECUTIVE

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PROFILE STATEMENT

Seasoned marketing executive with a proven track record of orchestrating multi-unit and multi-channel marketing and branding initiatives that consistently outperform ambitious business objectives. A catalyst for innovation, I've spearheaded game-changing programs and projects that have had significant revenue impacts. My comprehensive skill set allows me to be a solution-oriented problem-solver, capable of tackling complex marketing challenges with innovative solutions. Recognized for resilient leadership and a relentless "can-do" mindset, I possess deep digital marketing and lead generation expertise that serves as a foundation for data-driven decision-making and ROI optimization.

EXPERTISE

- Lead Generation / Customer Acquisition & Growth
- Paid & Organic Search Engine Marketing
- Social Media Marketing & Reputation Management
- TV, Radio & Outdoor Marketing
- Marketing Automations
- Web Analytics & Email Marketing
- Conversion Rate Optimization
- Web Design / Development
- Project Management
- Cross-Functional Team Leadership & Alignment

WORK EXPERIENCE

2023 - 2024

It's a Secret Med Spa

Irving, TX

HEAD OF MARKETING

Directed marketing initiatives across a 14-unit med spa chain, leading a team of four and managing two agency partnerships. Significantly increased lead volume and fixed lead tracking by instituting a comprehensive lead attribution strategy and optimizing Salesforce integration. Additionally, streamlined Salesforce Marketing Cloud email and landing page workflows to increase campaign efficiency and increase production speed.

- Achieved 3x increase in leads through targeted strategies in SEO, CRO & Paid Advertising.
- Coordinated marketing strategies for new location launches and supported spa sales operations, ensuring alignment with overall business objectives
- Launched influencer marketing program and designed client acquisition events, increasing in-spa engagement and brand visibility

2012 - 2023

Ogle School

Arlington, TX

HEAD OF MARKETING

Architected and executed the strategic shift from Ogle's outdated traditional marketing approach to cutting-edge digital marketing techniques. Leveraged data analytics, emerging technologies and automation to re-engineer the marketing funnel, optimizing lead generation and prospect engagement and positioning the organization for scalable, long-term growth.

- 2.26x increase in annual lead volume
- 2x increase in annual application volume
- 30% increase in annual in conversion rate
- 4x Modern Salon Marketing Innovation Winner
- Automated recruitment outreach processes (phone, email, text) and lead processing
- Led all SEO, PPC, Social Media, CRO & ORM efforts
- Produced commercial TV spots, in-house video productions & web series
- Member of executive team that helped secure iGlobal's 2022 Independent Sponsor DOY

2009 - 2012

ThinkFinance

Fort Worth, TX

SR. MARKETING MANAGER

Designed and led high-growth online acquisition and retention strategies for multiple financial services entities, utilizing a sophisticated multi-channel approach encompassing paid and organic search, display, affiliate, lead generation, email, and social media. Managed a \$15 million annual marketing budget and was fully accountable for its P/L. Innovated the brand's competitive positioning through targeted advertising campaigns and strategic content.

- Boosted web traffic by 150% and doubled YoY conversions
- Elevated conversion rates by 85% through A/B testing
- Reduced CPA by 30% via CRO & Campaign Optimization
- Implemented enterprise analytics for improved decision-making
- Orchestrated key vendor integrations to fuel innovation
- Oversaw comprehensive marketing operations including SEO, PPC & Social Media

WORK EXPERIENCE

(CONTINUED)

2008 - 2009

Fitz & Floyd

Lewisville, TX

E-COMMERCE MANAGER

Entrusted with full ownership of the online customer experience, including design, content, navigation, and overall site functionality. Orchestrated multi-faceted online advertising and merchandising strategies, incorporating digital promotions, email campaigns, and on-site merchandising tactics. Launched and optimized various marketing channels, leading to tangible gains in traffic, orders, and revenue.

- Elevated site traffic by 40% through channel optimization (SEO, SEM, Email, Display)
- Increased orders by 20% and revenue by 35% via site redesign and checkout enhancements
- Delivered regular KPI reports to the executive team, informing data-driven strategies

2006 - 2008

Handmark

Southlake, TX

E-COMMERCE MANAGER

Entrusted with steering the strategic planning and execution of all online marketing and eCommerce initiatives for industry-leading mobile platform selling applications and games for Android, Blackberry, Windows Mobile and PalmOS devices. Orchestrated the desktop store's optimization and led the mobile store's launch, leveraging a multi-channel marketing strategy that consistently drove traffic and revenue growth.

- Sustained a 25% annual increase in traffic through multi-channel marketing (SEO, SEM, Email, Affiliate)
- Boosted YoY revenue by 30% via site enhancements and targeted email campaigns
- Doubled conversion rates and AOV through A/B testing and advanced analytics
- Presented monthly KPI metrics to executive team, providing actionable insights

2001 - 2006

Verizon Superpages

Coppell, TX

TEAM LEAD

Managed a 15-member team responsible for website development and online marketing for Verizon advertisers. Conceived and launched an efficiency-boosting system that gained nationwide adoption. Drove team performance through data-driven approaches and effective communication, while also handling recruitment and performance management.

- Pioneered an in-house, employee-driven, industry-specific design template platform, leveraging collective expertise to accelerate production work flows for designers, decreasing site build times by 50% and doubling the number of clients sites built per week.
- Consistently exceeded team production goals through data analysis, actionable insights and process improvements.
- Fostered a high-performance culture through effective leadership and recognition

TECHNICAL SKILLS

- Adobe Creative Suite
- Hubspot & Salesforce
- Microsoft Office
- Google Analytics
- Google Ads & Bing Adcenter
- Google Search Console
- Bid Management Tools
- CMS (Wordpress, Shopify, etc)
- Marketing Email Platforms
- Marketing Automations (Zapier)

EDUCATION

2001

B.A. Economics and Business

Texas Christian University

ORGANIZATIONS

- Lambda Chi Alpha National Fraternity Alumni
- Texas Christian University Alumni
- HOA Volunteer (Website Admin)
- Mission Arlington