

JANAE LEVANDER

Performance Marketing & Senior Growth Marketing Manager

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**DIGITAL MARKETING + CROSS-CHANNEL PAID MEDIA + DATA-DRIVEN STRATEGY
GROWTH MARKETING + PAID SOCIAL + CREATIVE STRATEGY + ROAS OPTIMIZATION + RESULTS**

SUMMARY

Accomplished professional with a diverse track record in digital marketing across in-house, consulting, and agency settings. Specializing in paid media, I leverage a data-driven full-funnel strategy to optimize cross-channel marketing including organic, paid social, paid search, shopping, affiliate, and display. A creative self-starter with a growth mindset, always up for a new challenge, eager to learn, with proven skills at finding solutions. I'm known for being a dynamic team player who strives for excellence, values collaboration, and shared success.

EDUCATION

UNIVERSITY OF CALIFORNIA, BERKELEY | August 2013 - December 2015

Bachelor of Arts BA: Media Studies Communications

Bachelor of Science BS: Society and Environment

Honors: Media Studies Department Ambassador, Full-Ride Scholarship

EXPERIENCE

TOMS Shoes

PERFORMANCE MARKETING MANAGER | February 2022

- Managed the delivery and development of high-impact paid media campaigns, calendars and creative, ensuring seamless collaboration with internal teams and external partners. Successfully executed campaigns on time and within budget, surpassing ROAS goals by 15%.
- Led paid channels including Meta, Pinterest, TikTok, Google, Paid Search, Shopping, Pmax, and Affiliate with a hands-on approach, overseeing agencies, partners, and actively collaborating on spend strategies, budgeting and pacing. Paid Social spend accounted for 70-80% of entire DTC budget and 50-60% of total sitewide revenue.
- Delivered comprehensive weekly, monthly, and quarterly qualitative and quantitative channel and campaign reports with in-depth KPI performance analytics to identify trends, gain insights, and optimize ROAS efficiency.
- Owned paid media creative strategy development for TOMS rebranding, formulating detailed paid media briefs and providing strategic creative direction. Successfully transitioned from a discounted promotional-driven strategy to a more full-price focus, contributing to the brand's evolution and strengthening product margins by 20% and AOV by \$20-\$30 sitewide.
- Conducted extensive competitor analysis and leveraged creative insights for ongoing optimization and innovation for ad creative relevance.
- Spearheaded cross-functional collaboration with Marketing, Creative, and Site Merchandising teams to craft holistic seasonal, customer-centric, and product-driven cross-channel marketing calendars and creative briefs.
- Pioneered TikTok ads launch to achieve over 1 million views on single ad and drive new audience incrementality.
- Led Social Commerce initiatives, overseeing the management and optimization of diverse online social shops, including IG shop, TikTok shop, and data feed support to drive revenue.

REALTIME AGENCY: [SONOS](#)

ASSOCIATE DIRECTOR, ACCOUNT MANAGER | July 2022 - December 2022

- Onboard Sonos North America, Canada, and Mexico as one of the largest enterprise clients for Realtime Agency. Emphasized special attention to detail for a smooth transition with excellent communication, media planning, and optimization across all paid social channels.
- Executed full-funnel media plans based on KPIs, historical benchmarks, MMM, Brand Lift Studies (BLS) across platforms including Facebook Meta, Instagram, Twitter, Snapchat, Pinterest, and LinkedIn with a \$1,700,000 quarterly budget.
- Established global influencer marketing campaigns on Instagram and TikTok with a \$700,000 quarterly budget to increase reach, engagement, and conversions.
- Successfully led promotional campaigns on Meta and Twitter that achieved 2.5 GA ROAS with a \$140,000 budget over a three-day period.

CREATIVE SOLUTIONS: [TERADEK](#), [SMALLHD](#), [WOODEN CAMERA](#), [GO LIGHTSTREAM](#)

DIGITAL ADVERTISING MANAGER – PAID MEDIA (PPC/SEM/SEO) | December 2020 - July 2022

- Expertly managed paid media campaigns for four brands, specializing in lifestyle and new product marketing, paid search (SEM) google ads, and paid social, centered around ROAS optimization.
- Planned, executed, and optimized paid social and google ads strategy to gross over \$2,200,000 in 2021.
- Managed \$1,00,000 budget and timeline, delivering comprehensive performance reports to showcase KPIs.
- Optimized Google AdWords campaigns with 4.4X GA ROAS and Paid Social with 8.8X ROAS in 2021.
- Leveraged analytics tools including Ads Manager, Google Analytics, Data Studio, SEMRush, and heat mapping to analyze performance, spot trends, and execute data-driven media planning.
- Optimized SEO, targeted keywords, and CRO on landing pages to increase traffic and conversions resulting in a 20-30% increase in average pages per visit and duration on page.
- Cultivated cross-functional collaboration across diverse departments including product, creative, IT, and external agencies for improved decision-making, efficiency, and teamwork.

CREATIVISION MARKETING LLC

FOUNDER, MANAGING DIRECTOR | July 2019 - December 2020

- Analytics-driven, client-focused consultant overseeing organic and paid content strategy and social calendar to grow product visibility and sales in B2C environments in a variety of industries. Achieve KPI goals to increase revenue by 15 and ROAS by 30% each quarter creating weekly performance reports.
- Creative director to captivating graphic design campaigns and eye-catching email marketing campaigns by increasing open rates from 5% to 30% and generating leads to sales with segmentation strategy.
- Performed thorough competitor market research and trend analysis that drove strategic initiatives, and effectively communicated the unique value of the product to customers.

LOUNGE GROUP LLC

DIGITAL MARKETING DIRECTOR | June 2016 - March 2020

- Executed social, digital, in-house, and paid ads for 11 accounts by implementing powerful marketing strategies and creative campaigns to maximize engagement by 100%-150% in a B2C environment.
- Created share worthy photography, videography, and engaging copy targeted specifically for multiple media channels to grow target audience 30%-40% each year.
- Developed user-friendly websites including www.blackiesbar.com that raised \$80,000 in e-commerce sales in 2019.

EXPERT PROGRAM KNOWLEDGE | 2016-2024

- Meta Business Suite
- Meta Ads Manager
- Meta Commerce Manager
- Google Analytics, Google Data Studio
- Google Ads
- TikTok Business Center, TikTok Ads Manager
- Pinterest Ads
- LinkedIn Ads
- Affiliate Marketing, Rakuten, Partnerize

SKILLS | 2016 - 2024

- Paid Media Digital Marketing Strategy, Execution, & Management
- Paid Media Creative Direction, Creative Strategy
- ROAS Optimization and Pacing Forecasting
- Qualitative and Quantitative Data Analysis & KPI Performance Reporting
- Data-Driven Decision Making
- Multitasking Project Management
- Creative Brief Structure and Strategy
- Social Commerce Leadership
- Rebranding Expertise
- Adaptable, Innovative Problem Solver
- Identifying Trends, Trend Analysis, Market Research, Competition Analysis