

Juli Reiserer

Digital Growth and Lifecycle Marketing Manager

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Professional Summary

Digital growth and lifecycle marketing leader with 25+ years of experience driving brand strategy, revenue growth, and comprehensive digital marketing performance. Proven success building complete marketing ecosystems, including brand identity, websites, CRM automation, paid media, SEO, analytics dashboards, and multi-channel content systems for national brands and entrepreneurial ventures. Known for creating marketing engines that scale, optimize customer acquisition, and elevate brand trust.

Core Competencies

Digital & Growth Marketing Strategy • Brand Development • Lifecycle & Email Marketing • CRM & Marketing Automation (GoHighLevel) • Lead Funnels & Conversion Optimization • SEO & Website Optimization • Paid Media (Google Ads, Meta Ads)

Analytics & Performance Reporting • KPI Dashboards • Social Media Management • Content Strategy • Sales Enablement • Creative Direction • Influencer Partnerships • Marketing Operations • Project & Stakeholder Management • Reputation Management • Hospitality Marketing

Professional Experience and Key Accomplishments

Digital Growth and Lifecycle Marketing Manager - *AirSimplicity* • 2023–Present

- Built and currently own the complete brand identity system, including brand strategy, visual guidelines, messaging, and sales-facing assets across digital, print, video, and event experiences.
- Designed, developed, launched, and now maintain an SEO-optimized website with improved UX, lead magnet integration, and conversion-focused funnels, improving average Google Search position from 29 to 12 and driving 365% user growth, 205% increase in views, and 271% growth in sessions.
- Own full-funnel marketing strategy across paid media, SEO, content, email, social, direct mail, referral programs, partner marketing, events, and lifecycle campaigns. Drove 25 new properties, a 108% year-over-year increase, and an 11% reduction in cost per acquisition.
- Create and lead content strategy, including blog content, guest newsletters, and investor communications, driving above-benchmark engagement with average open rates of 35% for newsletters, 22% for cold email, and 50–70%+ blog engagement.
- Manage social media across Instagram, Facebook, LinkedIn, and Google Business, executing campaigns, influencer partnerships, and brand-building initiatives that increased accounts reached by 174%.
- Implemented and managed GoHighLevel CRM, building automated funnels, pipelines, lifecycle email journeys, retargeting, and repeat-booking campaigns, all supported by clearly documented workflows and SOPs to ensure scalability and consistency.
- Manage Google and Facebook ad campaigns, increasing lead volume by double digits while reducing cost per lead through continuous optimization, outperforming industry averages with 3.86% CTR, \$1.90 CPC, 13% conversion rate, and \$15 cost per conversion.

- Built a centralized marketing analytics dashboard and performance reporting framework, aligning stakeholders through marketing briefs, campaign summaries, and ROI insights.
- Analyze performance and property data to develop top-performing property success stories and case studies used in sales and onboarding.
- Owned reputation management strategy, monitoring reviews, improving brand sentiment, and leveraging social proof across marketing channels, resulting in Airbnb Superhost and Vrbo Premier Host status.
- Led competitor analysis, pricing insights, and customer research to strengthen market positioning and support growth.

Owner & Marketing Director - *Laru Beya Roatan Vacation Rental* • 2021–Present

- Designed and developed a full website with integrated booking and SEO optimization.
- Create and manage social media marketing to grow brand visibility and engagement.
- Manage pricing strategy, listing optimization, guest communications, and review management.
- Achieve consistent high occupancy rates and exceptional guest satisfaction.

Owner & Operator / Fitness Professional - *The Barn* • 2020–Present / *Life Time Fitness* • 2013–2020

- Led end-to-end studio operations across boutique and enterprise fitness environments, overseeing marketing, membership sales, staffing, scheduling, budgets, and customer experience.
- Developed and executed fitness programs, promotions, and community events that increased member engagement, retention, and revenue.
- Created and managed marketing initiatives and social media content to drive membership growth and brand awareness.
- Founded and operate a boutique fitness facility. Built and trained high-performing teams, delivering personalized programs and consistent member experiences.

Marketing Manager - *Dr Pepper, PepsiCo, Frito-Lay* - Various Roles • 1995–2013

- Led marketing campaigns generating significant ROI and brand growth.
- Created digital, print, and promotional strategies and executed events and retail programs.
- Managed agency partners to produce high-impact creative and brand activations.
- Developed the EDGE online platform, saving Dr Pepper over \$1M in printing and distribution costs.
- Leveraged syndicated data insights to guide pricing, segmentation, and channel strategy.

Education

Bachelor of Business Administration, Marketing • Saint Louis University

Technical Skills

- **Marketing Automation:** GoHighLevel CRM, Vintory CRM, Smartlead, Meet Alfred, Airtable, StayFi
- **Paid Media & Performance Marketing:** Google Ads, Meta Ads (Facebook Ads, Instagram Ads), Google Analytics (GA4), Google Search Console, Looker Studio
- **SEO, Web & Conversion Optimization:** SEO tools, Wix, WordPress, Linktree
- **Social Media:** Instagram, Facebook, Meta Business, LinkedIn, TikTok, Google Business Profile, YouTube
- **Content, Design & Creative Tools:** Adobe Creative Suite (Photoshop), Canva, Loom, Gamma
- **Productivity & Collaboration:** Google Workspace (Docs, Sheets, Slides), Microsoft Office
- **Hospitality & Property Technology:** Breezeway, Reva, Hostfully, AirDNA, Key Data, Airbnb, Vrbo