

Jason Lang

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A Digital Marketing Manager with 10+ years of experience, specializing in marketing strategy, paid search, brand marketing, and A/B testing. A proven track record of building and leading high-performance marketing teams to execute end-to-end digital campaigns. A strong history of identifying opportunities to transform brand messaging aligned with target audiences.

Key Skills

- ◆ Brand Marketing
- ◆ Search Engine Optimization (SEO)
- ◆ Lead Generation
- ◆ Digital Marketing Campaigns
- ◆ Social Media Marketing

Professional Experience

Digital Marketing Manager

Westfjhe insurance Inc., Seattle, WA j May 2016- Present

- ◆ Enhance website performance and social media presence to drive customer acquisition for an insurance company, and leverage Google Analytics to drive SEO, resulting in a 600% increase in page views and a 100% increase in page clicks month over month
- ◆ Partner with product marketing teams and the Director of Marketing to establish a brand identity centered on integrity and transparency
- ◆ Collaborate with the data analytics team to build dashboards incorporating data from the CRM, Google, and social media accounts to enhance reporting and provide insights on lead generation and campaign performance

Digital Marketing Manager

Seattle Marketing Solutions, Seattle, WA j May 2011 - May 2016

- ◆ Led digital marketing initiatives for five customer brands within the health and wellness industry and developed social media presence on Twitter, Facebook, Instagram, and LinkedIn, resulting in a 50%-150% increase in lead generation
- ◆ Interfaced with client stakeholders to align marketing copy and brand voice across all social, paid search, and programmatic channels

Education

Bachelor of Science (B.S.) Digital Marketing

University of Seattle, Seattle, WA September 2007 - May 2011