

Satya Sette

Marketing Director | Front-End Developer
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Relevant Skills

Marketing | Google Ads, Google Analytics, Google Data Studio, Google Optimize, Google Tag Manager, Facebook Ads, Wordpress, Shopify, Adobe Creative Cloud, Salesforce, Webflow, Hubspot, Infusionsoft

Development | JavaScript, CSS, SASS, HTML, C++, React, Node.js, Express.js, jQuery, SQL, MongoDB, Mongoose

Professional Experience

Marketing Director | Tri Valley Plastic Surgery | Dublin, CA (05/2019)-(Present)

- Drove aggressive customer acquisition initiative, increasing conversions by 170% over 3-month period
- Monitored / optimized Google Ads & Facebook Ads campaigns utilizing A/B testing via Google Optimize, landing page modification, search term mining via custom scripts
- Engineered robust CRM platform consisting of new automation systems and task management tools, increasing reporting capabilities and average lead response time by 40%
- Launched new web development projects, e.g. new external website and internal photo gallery / review application shared with patients (utilizing HTML / CSS / JavaScript)

Marketing / Web Development Consultant | Sette Digital | San Francisco, CA (07/2018)-(07/2021)

- Researched / planned / designed / executed digital marketing strategies for 6+ multiple industry clients
- Built and deployed custom conversion optimized websites utilizing Wordpress and Shopify platforms
- Developed new Google & Facebook Ads campaigns and set up appropriate conversion tracking via Google Tag Manager / Analytics
- Crafted / coded / deployed keyword and conversion optimized landing pages, optimizing as needed on hotjar heatmap analysis & A/B tests via Google Optimize
- Developed / proposed monthly / annual marketing budgets / sales goals, presenting clients with detailed, custom performance reports using Google Data Studio analytics

Marketing Manager | Big Marlin Group | Gilbert, AZ (11/2018)-(06/2019)

- Managed content and updates for customer and internal touch points. Presented deliverables to internal / external teams, interfaced with senior leaders on marketing strategies
- Built and optimized Google Ads accounts for 15+ new and current clients, performing regular A/B tests on ad copy and landing pages
- Analyzed market trends and refined audience targeting to develop strategies for potential clients / generate qualified leads / promote brand awareness
- Conceptualized / executed multi-channel campaigns on Google Ads / social media / email / print, producing detailed custom reports via Google Data Studio

Account Strategist | Google | Tempe, AZ (09/2017)-(11/2018)

- As an exclusive Google contractor on the Google Ads team, managed a 6.3 million per quarter book of business, consistently exceeding all conversion performance increase & revenue goals QoQ
- Provided strategic advice to Google Partner Advertising Agencies, working in a consultative role for their small and medium sized business clients
- Collaborated with the technical team of Google Specialists, Developers, and Product team members on new feature development through direct exposure to small and medium sized advertisers

Account Executive | Aviant Healthcare | Mesa, AZ (06/2016)-(09/2017)

- Generated a consistent pipeline of qualified leads in target markets as a Medical Representative
- Consistently exceeded sales goals and grew territory by 60-70%
- Developed and maintained professional relationships with the Arizona medical community through

Education

Software Engineering Immersive | General Assembly | San Francisco, CA (07/2021)

Molecular Bioscience & BioTechnology B.S. | Arizona State University | Tempe, AZ (05/2019)