

# JASON LINAS DIGITAL MARKETER

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## OBJECTIVE

As a brand-centric digital marketer with a background in design I am able to bring a focus of technology and creativity to a team that is data driven. My goal is to help big brands win digitally.

## CURRENT EXPERIENCE

**MARVA® - The Galleria of Stone**  
*2013 - Present*

Overseeing MARVA®'s digital channel and growing their B2B channel reach through focused content engagement strategy via their blog and email marketing. Optimization of website through schema, and continued user enhancements for improved lead generation.

## RESULTS

Website User growth from email channel was an avg. 40% increase year over year from 2014-2017.

Organic growth YOY from 2014-17 was 24%.

Since Optimizing MARVA's Lead Funnel, leads increased YOY from 2017-18 by 66%.

## EDUCATION

**Barton College**

*1998-2003, Graphic Design Major*

**Bounteous (formerly LunaMetrics)**

*2018, Advanced Google Analytics & Tag Management*

## PAST AND CURRENT RESPONSIBILITIES

Adhere to best practices and CAN-SPAM prevention when growing MARVA's subscriber list of an initial 2000 to 7500+

Assist in growing blog into MARVA's #1 source of organic growth for the website

Responsible for analytics / reporting, for companies multiple brands via multiple websites.

Responsible for managing contractors and overseeing yearly SEO strategy which focused on ensuring MARVA is positioned as a regional leader in the natural stone distribution arena.

Serving as the point person for all things production for our 3 man Marketing Team.

## PAST EXPERIENCE

**J.LinasDesign, Freelancer**

*June 2003 - July 2013*

**THX! Economy, Visual Designer**

*March 2012 - August 2012*

**MediaZone, Graphic / Web Designer**

*August 2006 - October 2007*



[www.jlinasdesign.com](http://www.jlinasdesign.com)

## CERTIFICATIONS

Hubspot Inbound Certification, 2018



Google Analytics Certification, 2019



## SKILLSETS

- Email Marketing
- Google Analytics
- Google Tag Manager
- HTML/CSS
- Wireframing
- Prototyping
- Lead Generation
- B2B Marketing
- Salesforce CRM
- Stakeholder Buy-in

KEEPING IT SIMPLE.