



# ERIC ALMEIDA

Performance Marketer + Business Alchemist

almeidafullstack.com

## SUMMARY

A powerhouse of skills in digital, marketing, and business functions, methodically guided by first principles thinking. Impact-focused, data-driven, and results-oriented; a master strategist who consistently finds new and missed opportunities for growth.

## FOCUS

To drive growth for brands that prioritize delivering high-quality experiences for their target audiences and customers.

## CONTACT



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## EXPERIENCE

### Sr. Growth Marketing Manager | Lunchbox Packs | Jan '23 - pres.

Ownership of all PPC efforts, lifting monthly revenue +35% and profit +20% from Q1; scaled Google Ads 6:16x ROAS while reducing CPA; successfully launched Meta, TikTok ads to exceed ROAS targets; drove record metrics for BF/CM. Established data integrity, standards for reporting/analysis + business intelligence. Led dev initiatives to address tech debt, improve CX/UX, and optimize for conversion.

### Director, Inbound Marketing | Wilderness Agency | Oct '18 - Feb '23

Responsible for strategy and execution of all digital marketing, analytics, and reporting for the agency and clients across a wide range of industries. Lead strategist, analyst in charge of producing highest ROI for both sides of every project. Lead architect for internal and client-facing systems including business intelligence, project management, knowledgebases, workflows, and automations.

### Supply Chain Director | Blush & Bar Jewelry | Sep '19 – Jan '22

Managed supply chain, inventory, fulfillment of products as function of e-Commerce and marketing. Generated continuous lifts in revenue, customer acquisition, and retention through multi-channel marketing initiatives, product development, and full-funnel optimizations.

### Sr. Director of SEO | Branded Holdings | Jan '13 – Jun '18

Created, managed, and scaled SEO-focused content production process, leading multiple teams and vendors to yield explosive growth in organic traffic for multiple lead generation brands in the highly-competitive personal finance and insurance sectors.

## EDUCATION

### Full Stack Certification | RefactorU | April '15

Comprehensive study of programming logic and front-end web development, gaining proficiency in HTML, CSS and JavaScript.



**ERIC ALMEIDA**

**Growth Hacker + Brand Optimizer**

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## SKILLS & TOOLS

### **SEO, SEM, PPC, Paid Social, Ops Efficiency, Business Intelligence, Data & Systems Architecture**

- Google Analytics, Ads (both Certified), Search Console, Tag Manager, Data Studio, Optimize...
- Organic & Paid Social Media & automation // Meta Business, TikTok, Madgicx...
- SEO, PPC, BI & Research // SEMRush, ahrefs, Screaming Frog, Sitebulb, Surfer, Moz...
- Email marketing & automation // Klaviyo, MailChimp, ConstantContact, SendGrid...
- Web Dev (ad-hoc) // HTML, CSS, JavaScript, Git, WordPress, Webflow, SquareSpace...
- Multi-channel e-Commerce // Shopify, Amazon, Walmart.com, Etsy, Ebay...
- Organization, Comms & Ops // ClickUp, Asana, JIRA, AirTable, Slack, Google Workspace...

## IMPACT & ACCOMPLISHMENTS

### **SLUMBERLAND ART & MUSIC FESTIVAL (2022)**

- Developed, executed, managed ALL tech-based functions including web, marketing & ops

### **GREYMATTER.FM (2021 - present)**

- Developed strategic growth framework, data models, and projections for music app startup

### **HOME BASS & MUSIC FESTIVAL TRIPS (2017 - 2022)**

- Overhauled all paid advertising efforts to triple brand reach at 80% of budget in 2017
- Optimized campaigns and marketing funnels for conversions, led business to complete sell-out of annual events in 2017-2019 while staying under-budget
  - Directly attributed sales in 2019: \$590,000 of \$1,079,000 total
- Developed new websites in WordPress and Webflow, as well as a companion app for festival attendees to drive deeper customer engagement and merchandise sales
- Achieved record profitability (despite COVID) for the November 2021 event

### **BLUSH & BAR JEWELRY (2019 - 2022)**

- Shepherded complete transition from dropship model to dedicated manufacturing and fulfillment operation; established brand catalog, third-party logistics (3PL) and syndication + optimization of marketplace listings on Amazon and Walmart.com
- Drove growth in revenue and E-commerce transaction volume month-over-month through paid advertising channels, email marketing, content and conversion optimization techniques
  - Nearly doubled organic traffic & visibility from Q4 2019 to Q4 2020
  - Exponential growth of customer base + email subscriber list (29K to over 300K)
  - Expanded audience reach through segmentation, diversifying and sequencing brand touch points with automated messaging aligned to sales funnels



**ERIC ALMEIDA**

**Creative Leader + Knowledge Sharer**

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## **IMPACT & ACCOMPLISHMENTS** (continued)

### **BRANDED HOLDINGS (2013 - 2018)**

- Co-created, managed all editorial and publishing practices across child brands
- Created, enforced SOP for content production in line with organic ranking initiatives, at scale managing a budget of \$250,000 per month
- Acquired backlinks from top-tier domains including NerdWallet, Equifax, Fool, New York Times, Forbes, Business Insider & more
- Successfully pushed dozens of pages into top ten search results in highly-competitive personal finance and insurance spaces through iterative improvements & optimization
- Developed internal tools, automations to streamline production and communications

#### **Quote.com**

- Increased monthly sessions in 2018:
  - 7,000 in January | 15,000 in May | 21,000 in July | 40,000 in September
- Increased monthly revenue in 2018:
  - \$1,000 in January | \$3,000 in May | \$12,000 in September

#### **CreditLoan.com**

- Exponential growth in organic traffic (content) translated to revenues in 2018
  - Organic revenue in Jan 2017: \$130,000 | Jan 2018: \$311,000
  - Record organic revenues month-over-month through the rest of the year
- Successfully combated negative SEO attacks, campaigned to remove over 180,000 backlinks designated as negatively impacting rankings in 2017