

**Lorena Cooke**  
**Digital Marketing Executive**

Margate, FL | 713.824.6815 | [hello@lorenacooke.com](mailto:hello@lorenacooke.com) | <https://www.linkedin.com/in/lorimcooke/>

Inspiring and collaborative digital marketing executive with 15 years of executing strategies that maximize organizational outcomes. Bi-lingual, outcome-driven strategist who leads high-functioning teams to launch customized initiatives that align with client metrics to impact the bottom line. Proactive and hands-on technical marketer who expertly creates content that smashes goals and gets results

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**Key Areas of Expertise**

Marketing Strategy | Content Creation Business Strategy | Revenue Growth | Copywriting Development | A / B TESTING KPIs | Conversion | WooCommerce | Demand Generation | Fundraising Oversight | Social Media | Lead Generation Campaign Development | Training and Mentoring | Vendor Partnership | Data Research | Bilingual (English / Spanish) | E-Commerce | Brand Awareness | Automation | Budget Control | Inbound Marketing | Graphic Design | Video Creation

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**Career Highlights**

- Maximized production resulting in the growth of company revenue by 778% by managing the commercial service arm; coordinated and managed the dispatch of technicians to fulfill reactive calls
- Increased company revenue for the HVAC arm by 80% after implementing a strategic 12-month marketing blueprint that included website redesign, SEO, PPC, and social media efforts and guiding the sales and office teams to close more deals
- Increased web traffic by over 800% during seasonal peak times; generating increased revenue, organically

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**Professional Experience**

**Volunteer, Marketing Director**, Broward Real Producers | Fort Lauderdale, FL **02/2022 - Present**  
*Leading private magazine publisher that connects the nation's top real estate agents through exclusive magazines and networking events, B2B and B2C.*

- Manage social media, PPC, SEO, email marketing, content marketing and lead generation initiatives to acquire new vendor partner memberships and grow brand awareness.
- Assist in event marketing and management for trade shows, conferences, and other events.

**Chief Creative Officer, Owner**, West Gray Marketing, LLC | Margate, FL **12/2021 – Present**  
*Start-up private software and marketing agency that provides SAAS technology and online marketing content strategies for B2B.*

- Manages content marketing design, promotions, and collateral for the company. Built and integrated CRM systems and workflows. Drove client relations through partnerships and communications. Maximized efficiency via automation for emails, calls, and relationship management
- Develops video content ad strategy that included a 3-stage process for creating video ads that achieved an 18% average click-through rate. Write, edit, and produce all original video content utilizing Adobe Premiere Pro.
- Creates lead magnets such as e-books, guides, and coupons to increase web traffic by 33%. Wrote and designed all original content for these lead magnets.
- Built a team of offshore marketing assistants to manage client accounts. Creates thorough SOPs and quality control processes to ensure a high level of customer service.

**D2 Marketing/Echo Air Conditioning, Corp.** | Oakland Park, FL **2020 – 2022**  
*An in-house marketing position for a private multi-company start-up operation dedicated to B2C and B2B involved in real estate, property management, and insurance industries. Echo Air Conditioning, Corp., is a small, private company and segment of the multi-company start-up operation mentioned above dedicated primarily to B2C but also B2B*

**Director of Operations, Marketing and Sales** (12/2021 – 06/2022)

- Oversaw and managed daily operations of \$1.5M multi-service mechanical contractor by utilizing project management and implementing the company's goals across the organization
- Created budgets and financial reports that include P&L and profit margins based on jobs completed. Managed team of marketing professionals to conduct and implement multi-point digital marketing strategy
- Reduced process gaps and effectively managed 5 divisional managers; including administration, sales, marketing, and service for residential and commercial arms
- Established sales goals and strategies that contributed to increased growth in sales and profitability; created and managed diverse advertising strategies including traditional and online channel

### **Marketing Director (08/2020 – 12/2021)**

- Grew multi-company revenue by implementing strategic marketing plans that include PPC, SEO, website redesigns, email marketing, social media marketing and advertisements, event coordination, brand awareness, content creation, and other marketing duties as assigned. Increase sales and operations proficiency by implementing solid systems and processes
- Maximized company returns via digital marketing efforts that included SEO, PPC, Social and Email Automation; conducted market research and identify market opportunities in the state of Florida; redesigned 4 websites, designed unique conversion-driven landing pages, and implemented a CRM for each company
- Created 2-month PPC ad campaign for the property management arm that led to a CPL of \$9.93, 148 conversions to the website, and 68 calls; implemented a workflow that included SMS and email nurture sequence

### **Chief Marketing Officer, Owner, The Chi Society, LLC | Margate, FL 05/2020 – Present**

*Start-up private e-commerce company focused on retail sales of clothing, home items and pet supplies, B2C*

- Oversees creation, branding, strategy, and product design for a small e-commerce company dedicated to serving dog owners. Heavy content creation for social media channels including Instagram, Facebook, and Pinterest
- Grew social media fan pages to over 3K in 6 months; via strategic PPC ads and organic traffic

### **Chief Marketing Officer, Owner, LOTICO Properties, Incorporated | Margate, FL 04/2019 – 08/2020**

*Start-up private real estate investment firm dedicated to creative financing for home acquisitions primarily B2C*

- Managed content marketing design, promotions, and collateral for multiple brands. Built and integrated CRM systems and workflows. Drove client relations through partnerships and communications. Maximized efficiency via automation for emails, calls, and relationship management
- Maximized client returns via relationship management and investment property evaluations; conducted comparative property analyses and researched creative financial options; organized cold-calling efforts
- Created and implemented targeted direct mail marketing campaign to boost response rate by ~5% within 2-month timeframe; researched distressed homeowners' market for 5 FL counties; formed CRM workflows
- Developed unique advertising campaign which onboarded 25 drivers within 6-month timeframe; designed promotional materials; created communications workflows; created onboarding campaign; crafted landing page

### **Vice President, Marketing, We Florida Financial | Margate, FL 02/2018 – 07/2019**

*500M+ asset sized credit union focused on the South Florida community, B2C.*

- Organized team of senior managers to develop deposit product offer; aligned accounting and marketing departments to formulate diverse team; headed bi-weekly strategy meetings; formed tailored marketing campaign
- Created and led millennial employee resource team of 9 members to boost customer acquisition, retention, and engagement; organized team; developed collaborative action plan; presented to board of directors for approval
- Designed and maintained marketing campaign budget; strategized optimization for campaign channels; monitored communications and business tactics; coordinated staff training presentations centered on campaign goals
- Amplified site traffic by 60% within 3-month timeframe by clarifying SEO for niche product; analyzed existing website messaging to identify opportunities for improvement; composed content; updated various site elements

### **Houston Texas Fire Fighters Federal Credit Union | Houston, TX 2007 – 2018**

*250M+ asset sized single-seg credit union focused on Houston Firefighters and their families, B2C.*

#### **Assistant Vice President, Marketing (01/2013 – 02/2018)**

- Acquired ROMI of +1K% for newly designed and launched 8-week loan product campaign; organized campaign theme and generated offer; trained staff on new campaign; designed and enacted weekly motivational incentives
- Raised client acquisition metrics and achieved ~8% direct mail response rate through marketing campaign strategy; coordinated creation and distribution of promotional material; formulated appealing introductory rate
- Digitized company marketing presence to include social media and online content marketing initiatives; documented annual plan for digital media; headed social media management; led SEO blog writing and reporting

#### **Marketing Director (01/2009 – 01/2013)**

- Started company marketing program and led Communications Committee; recognized for efforts as designated Cornerstone Credit Union League Young Professional Advisor; formed delegation committees; wrote business plan

#### **Marketing Coordinator (01/2007 – 01/2009)**

- Generated \$100K in charitable funds with orchestrated fundraising events; spearheaded collaboration with local credit unions; created email communications plan; organized fundraising program; redesigned chapter website

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## Education and Certifications

Formal: B.A., Communications (2006, University of Houston)

Critical Coursework: SQL: MySQL for Data Analytics & Business Intelligence

Certifications: Certified Marketing Executive (2014, CUNA), Inbound Marketing Certified (2020, HubSpot), Content Marketing Certified (2020, HubSpot), Google Ads Display Certification (2020, Google), FL Sales Associate Real Estate License (2019, DBPR)

Technologies: Funnels, Workflows, Triggers, Automation, Landing Pages, Google Analytics, Google Search Console, WordPress, HTML, JS, PHP, CSS, CRM, CMS ROI / ROMI, Adobe Creative Suite, MS Office, Web Analytics