

Kenneth Luna

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WORK EXPERIENCE

Azalea Health Innovations, Healthcare SaaS

Atlanta, GA

Digital Marketing Manager

March 2022 – Present

- Designs and executes full funnel marketing campaigns across performance channels of search, display, content, paid social and email, analyzes and reports the individual and joint performance using Salesforce, HubSpot, and Google Analytics for data driven decisions and recorded learnings for future optimizations
- Leads demand generation channels to source high quality leads and demo requests for complex SaaS and revenue management solutions resulting in increased sales, website traffic, and ROI year over year
- Collaborates with industry thought leaders and subject matter experts across the organization to create materials that grow brand awareness and create demand including webinars, white papers, blogs, video, campaign support, website content and more
- Collects, organizes, and refines product messaging, go to market strategy, and brand values to create consistent brand strategy used in internal and external mediums including sales collateral, training materials, brand messaging and website content
- Analyzes and reports KPIs to C-suite leadership team for strategic planning and assessment, plans long term initiatives and investments based on organizational goals and historic performance
- Automates contextual display advertising and targeting using intent data and account-based marketing for a full funnel approach, identifies decision makers through relevant content and messaging
- Leads website revamp and manages content management system WordPress to achieve SEO goals and high ranking on valuable keywords, creates content strategy and optimizes existing assets to grow organic traffic and demo requests
- Integrates technologies for seamless collaboration and cross department enablement, linked ZoomInfo and DefinitiveHC to Salesforce CRM via API to provide refreshed information saving sales team hours a week
- Created customer facing marketing strategy with collaboration of Customer Success team that focuses on post purchase lifecycle stages resulting in increased revenue through partner upsell programs and higher retention rates
- Identifies and defines key touchpoints in customer journey to create automated delivery of personalized messaging that facilitates conversation and strengthens relationship
- Implemented Jira for marketing team for better asset organization, project management, and cross department collaboration

Ballard Designs

Atlanta, GA

Digital Marketing Manager

March 2021 – March 2022

- Directed a \$1.2 million monthly budget across performance marketing channels of paid search, paid social, affiliate program, SMS marketing, CTV (Roku), YouTube and referral to continuously beat revenue forecasts and customer acquisition goals, resulted in highest revenue months in company history
- Lead direct reports and agency teams of 15+ members to achieve program KPIs and align with company strategy, leadership recognized through HSN award on CTV (Roku) video advertisement campaign
- Collaborated with business intelligence and data warehouse teams to refine audience targeting and create an ideal customer profile, resulted in higher ROAS across campaigns and high new customer growth
- Grew company culture and raised employee participation as co-president of Social Action Committee, designed and created first ever remote charity events to gather donations and contributions for local and national charity organizations

Ballard Designs

Atlanta, GA

Digital Marketing Specialist

August 2018 – March 2021

- Researched and optimized product feed improvements to increase SEO coverage and enable automated updates on paid social platforms Facebook, Instagram, and Pinterest, resulting in more reach, visitors, and impressions year over year
- Deployed daily emails to segmented audience totaling over 1 million through Salesforce Marketing Cloud, performed A/B tests and analyzed creative and user experience KPIs for optimization on future deliveries, reported findings to executive team
- Managed technical implementation project of SMS marketing platform Attentive and referral marketing partner Extol, maintained timeline for successful launch, increased brand awareness and revenue with new channels, created attribution configuration to understand impact on customer journey

EDUCATION

Georgia State University

Atlanta, GA

B.B.A. in Managerial Science, B.B.A in Marketing

- Awards: Dean's List, President's List, Hope Scholarship

SKILLS & TECHNOLOGY

Microsoft Office (Excel, PowerPoint) | Salesforce CRM | HubSpot | Google Analytics | Google Ads | Triblio ABM | Facebook Ads | LinkedIn Ads | SF Marketing Cloud | SEO | ZoomInfo | DefinitiveHC | Google Tag Manager | WordPress | SEMRush | AWS/Amazon Partner Network | Paid Search | Paid Social Media | Content Creation | Jira |