

Jeff Geiser

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Dynamic Growth Marketing Leader with Expertise in E-Commerce and ROI

Summary

Full-stack digital marketing expert with 14+ years of experience, driving double-digit revenue growth across multiple industries, leading omni-channel campaigns, and optimizing SEO, SEM, and paid media strategies. Proven track record of delivering record-breaking revenue, enhancing user experience (UX) through data-driven insights and improving customer acquisition. Skilled in leading teams and crafting innovative marketing strategies to increase brand visibility and return on investment (ROI).

Skills

Omni-Channel Marketing Campaigns | Marketing Analytics & ROI Analysis | SEO & SEM | Conversion Rate Optimization (CRO) | E-commerce Strategy & Website Management | Social Media Strategy & Management | Brand Development & Content Strategy | Email Marketing & Automation | Budget Management & Strategic Planning | Cross-Functional Team Leadership

Experience

Senior Digital Marketing Manager | KnowFully Learning Group | Radnor, PA | 06/2022-Present

- Directed digital marketing strategies for the company's flagship product line, achieving \$38M+ in annual revenue with 10.18% YoY growth in 2023 and 9.85% in 2022.
- Developed and executed omni-channel marketing campaigns, breaking annual, monthly, and daily revenue records through data-driven strategies and cross-channel alignment.
- Led UX and CRO initiatives for ecommerce website, improving conversion rates (10%), lead generation (42%), and user engagement metrics (17%) across digital platforms.
- Managed agency partnerships for paid media, SEO, and organic social media, driving ROI and ensuring alignment with company objectives.
- Enhanced email marketing strategies with advanced segmentation, doubling open rates and click-through rates to improve campaign performance.

Digital Marketing Manager | Under the Weather, LLC | Cincinnati, OH | 11/2018-06/2022

- Managed the company's Shopify eCommerce website, achieving a 68% increase in online sales through conversion rate optimization (CRO) and UX enhancements.
- Planned and executed integrated digital marketing campaigns, increasing visibility and driving measurable engagement.
- Produced data-driven monthly, quarterly, and annual analytics reports to optimize campaigns and refine marketing strategies.
- Directed digital advertising campaigns across PPC, social media, and SEO channels, achieving strong ROAS and expanding brand reach.
- Collaborated with agency partners and PR teams to execute high-impact marketing campaigns and enhance brand awareness.

Senior Digital Marketing Coordinator | Ohio National Financial | Montgomery, OH | 02/2016-09/2018

- Created and executed digital marketing campaigns for product launches and industry advertisements, driving measurable audience growth.
- Increased social media audiences by 71% on Twitter, 62% on Facebook, and 36% on LinkedIn through strategic content planning and targeted campaigns.
- Produced detailed social media analytics reports, optimizing monthly, annual, and campaign-specific performance.
- Played a key role in the website redesign project, ensuring alignment with social media optimization and UX goals.
- Achieved recognition with the PRSA Blacksmith Award by developing and executing a social media strategy that drove exceptional engagement for the company's annual charity event.

Public Relations Manager | Newport Aquarium | Newport, KY | 10/2013-10/2015

- Directed PR and social media strategies, achieving a 60% increase in Facebook audience and securing coverage in top-tier outlets (e.g., NBC's Today Show, USA Today, Wall Street Journal).
- Developed and executed multi-channel content strategies across Facebook, Twitter, Instagram, YouTube, and WordPress, boosting audience engagement through promotions and collaborations.
- Served as the primary spokesperson, leading crisis communications and managing high-stakes PR scenarios with precision.
- Produced and distributed press materials (e.g., press releases, media kits) and developed campaigns that broke attendance records.
- Managed the public relations budget and contributed to the Animal Conservation Fund, evaluating and awarding grant proposals.

Assistant Director of Communications | University of Cincinnati | Cincinnati, OH | 10/2010-05/2013

- Directed PR and media relations for NCAA athletic programs, earning the 2012 Football Writers Association of America "Super 11" Award for excellence in communications.
- Developed and distributed print and digital marketing content (e.g., website content, media guides, game notes), enhancing brand visibility.
- Developed and executed social media strategies, increasing fan engagement and program awareness.
- Coordinated media operations for high-profile events, including football and men's basketball, ensuring seamless logistics and press access.
- Monitored and analyzed media coverage, producing compelling news releases, features, and blog posts to amplify brand visibility.

Education

- Bachelor of Arts in Journalism | University of Cincinnati | 2009
- Bachelor of Arts in Communication | University of Cincinnati | 2007

Certifications

- Google Ads Search Certification | Google | 2025
- Google Analytics 4 Certification | Google | 2024
- Digital Marketing Certification | HubSpot | 2024
- Email Marketing Certification | HubSpot | 2024
- Artificial Intelligence (AI) Certification | Writing.io | 2024
- People Manager Qualification | Society for Human Resource Management (SHRM) | 2023
- Product Fundamentals | Shopify Partner Academy | 2022
- Professional Certified Marketer, Digital Marketing | American Marketing Association | 2018