

DERRICK SERR

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PROFILE

A seasoned media professional with over a decade of experience. I am an adaptable leader with a proven record of managing projects from conception to completion, building relationships, and coaching individuals to success. Skilled in advertising, lead generation, marketing strategy, content creation, and automations. Motivated and results-driven with a big picture analytical mind. I am open to full- or part-time remote positions either as an employee or 1099-contractor.

EXPERIENCE

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| April 2018
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Present | Freelance Digital Marketing @ 85 Campaigns <ul style="list-style-type: none">• Remote freelance digital marketing position specialized in demand & lead generation.• Provide external clients services including: Google Ads, Facebook Ads, marketing automations, copywriting, website creation, and marketing strategy consultancy.• Creation and ownership of internal branding, messaging, website UI/UX design, and all content.• Lead all new business initiatives through identifying, pitching, and signing on new clients.• Negotiate contracts including terms/scope of work, deadlines, and payment terms/rates. |
| March 2021
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April 2023 | Director of Paid Media @ Emet Digital <ul style="list-style-type: none">• Provided leadership, mentorship, and guidance to internal paid media team, and fostered a culture of continuous learning and development.• Planned and executed media strategies for new and existing clients that aligned directly to client's unique business goals.• Analyzed and reviewed advertising metrics and cross-channel attribution to set investments across paid media channels and locations.• Kept up with trends to identify unique opportunities for clients based on knowledge of client, their industry, location, and media landscape.• Directly and indirectly managed ad spends above \$3,000,000 annually across 30+ small to mid-sized clients on Google Ads, Facebook Ads, and Google Local Services.• Designed and setup reporting structure and dashboards across the ad and analytics platforms including: Google Analytics, Tag Manager, CallRail, Sheets, Looker Studio, and Zapier. |

- June 2014
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June 2017
- Marketing Manager @ EasyTrim Reveals**
- Department lead position overseeing all marketing initiatives and personnel including a successful new product line launch.
 - Improved lead generation quality and rate, increasing sales qualified leads by over 200%.
 - Established brand standard guidelines and produced strong content for external and internal communication including: brochures, pamphlets, online, email, packaging, video, and technical documents.
 - Primary source for the website UI and UX design as well as the SEO strategies, increasing overall traffic, pageviews, time on site, while reducing the bounce rate.
 - Successfully trained, coached, and managed new hires and direct reports.
 - Established internal KPI's and created reporting templates.
 - Identified and successfully penetrated new sales territories across USA & Canada utilizing targeted market and competitive analysis.
- January 2012
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April 2012
- Media Buyer/Planner @ MacLaren McCann / m2 Universal**
- Prepared and initiated media planning and buying for multiple media channels including radio, print, and out of home (OOH).
 - Fostered and utilized relationships with sales representatives to negotiate media rates, and value-adds.
 - Researched and prepared custom evaluations of media trends, media opportunities, and issues of interest to our clients.
 - Monitored campaign execution and prepared post-buy analysis reports.
- August 2011
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July 2013
- Media Coordinator @ Venture Communications**
- Media buying and maintenance of successful campaigns throughout various media channels: television, print, radio, cinema, digital, and OOH.
 - Performed post-campaign analysis and conducted research in order to construct detailed media plans.
 - Formed relationships with media sales representatives and negotiated rates, value-adds, and makegoods to achieve performance goals.
 - Checked contracts, invoices, purchase orders, and tearsheets to ensure campaign ran correctly.

EDUCATION & CERTIFICATIONS

Bachelor Of Arts (BA), English
University of Lethbridge

Google Ads
Google Analytics
Ontraport Certified Expert