

MIKE HERRERA

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PROFESSIONAL SUMMARY

Marketing Leader with 12+ years of experience driving growth through full-funnel digital marketing, demand generation, and brand strategy. Skilled at leading teams, managing agencies, and leveraging AI, analytics, and automation to scale performance and deliver measurable ROI. Known for combining creativity, data, and leadership to build campaigns that convert and brands that grow.

CORE COMPETENCIES

Digital Strategy | Global Campaign Management | Demand Generation | Paid Search & Paid Social | Programmatic Media | Marketing Automation | SEO/SEM | AI & Analytics | Web Optimization | Content Marketing | Pipeline Acceleration | Agency Management | Cross-Functional Leadership

Technical Tools: HubSpot, Marketo, Klaviyo, Google Analytics, Google Ads, Meta Ads, LinkedIn Ads, SEMrush, Ahrefs, WordPress, Photoshop, AI Tools (ChatGPT, MidJourney, DALL-E, Claude, Gemini, Llama)

PROFESSIONAL EXPERIENCE

Treeform Packaging Solutions | Packaging Options USA – Concord, CA

Marketing Consultant (Contract) • Feb 2025 – Present

- Developed and executed integrated digital strategies that increased B2B sales **30%** and brand awareness **40%**.
- Built multi-touch B2B demand generation systems using LinkedIn, cold outreach, and retargeting ads, creating consistent pipeline growth.
- Improved email open rates **45%** and upsell conversions **25%** through data-driven automation workflows.
- Managed cross-channel paid campaigns (Google, Meta, LinkedIn), optimizing segmentation and creative for higher ROI.
- Collaborated with external agencies and internal teams to align web, content, and paid initiatives across platforms.

Advance Flooring Products | High End Development – Benicia, CA

Head of Marketing • Oct 2022 – Sep 2024

- Directed full-funnel programs driving **+40% site traffic**, **+30% engagement**, and **+25% efficiency** in six months.
- Oversaw a **\$250K budget** and managed web, creative, and digital vendors to support national brand visibility.
- Implemented AI-driven analytics to refine targeting and improve campaign efficiency **25%**.
- Led an eight-member marketing team, hired key roles, and built campaign forecasting and KPI dashboards.
- Delivered quarterly performance reports to executive leadership, linking marketing results to pipeline growth.

Target Market Media Inc. – Brentwood, CA

Marketing Consultant • Mar 2010 – Apr 2020; Sep 2021 – Sep 2022

- Launched digital campaigns that increased conversions **142%**, reduced CPA **81%**, and delivered a **6x ROI across paid and automation channels**.
- Managed a cross-functional team of **10** plus multiple vendors and media partners, aligning Marketing, Sales, and Finance.
- Owned a **\$500K media budget** and experimentation roadmap for paid social, search, and automation initiatives.
- Directed automation and outbound workflows that produced **25% more qualified B2B leads**.
- Introduced testing frameworks to improve creative, messaging, and audience targeting.

YDesign Group – Sacramento, CA

SEO Program Manager • Jan 2021 – Sep 2021

- Led a six-person SEO team to increase organic traffic and revenue **15% YoY**.
- Managed a **20,000-page migration** to Salesforce Commerce Cloud with no traffic loss.
- Partnered with engineering and content teams to improve technical SEO, site performance, and crawl efficiency.
- Strengthened domain authority through keyword strategy and backlink optimization.

EDUCATION & CERTIFICATIONS

B.S., Marketing — San Francisco State University

Certifications: Advanced Google Analytics | Certified Digital Marketing Professional | AI Specialist

LANGUAGES

English | Tagalog