

# MIKE HERRERA

[JohnnyMikeHerrera@gmail.com](mailto:JohnnyMikeHerrera@gmail.com) | 925.642.7517 | Concord, CA | [linkedin.com/in/jmikeherrera](https://www.linkedin.com/in/jmikeherrera)

---

## PROFESSIONAL SUMMARY

Marketing Leader with 12+ years of experience driving growth through **digital marketing, demand generation, and brand strategy**. Skilled at leveraging **AI, automation, and analytics** to optimize ROI, improve customer experiences, and scale B2B/B2C campaigns. Proven record of delivering measurable results, including **+142% conversions, +60% traffic growth, +70% YoY qualified leads, and multimillion-dollar pipeline impact**, while managing high-performing teams and multimillion-dollar budgets.

---

## PROFESSIONAL EXPERIENCE

### Treeform Packaging Solutions | Packaging Options USA – Concord, CA

*Marketing Consultant (Contract) • Feb 2025 – Present*

- Developed and executed **integrated marketing strategies** for CPG brands, increasing **B2B sales by 30%** and **brand awareness by 40%** through targeted digital and social media campaigns.
- Built B2B demand generation systems combining **cold email, LinkedIn outreach, and retargeting ads**, producing consistent pipeline growth.
- Improved email open rates **45%** and upsell conversions **25%** through optimized automation workflows.
- Managed multi-channel paid campaigns (Google, Meta, LinkedIn), increasing ROI through segmentation and creative testing.

### Advance Flooring Products | High End Development – Benicia, CA

*Head of Marketing • Oct 2022 – Sep 2024*

- Built full-funnel program resulting in **+40% site traffic (6 mos), +30% engagement, +25% efficiency; +50% Maps visibility; +35% interactions**.
- Implemented AI-driven analytics to improve targeting, raising **campaign efficiency 25%**.
- **Led a team of 8**; hired key roles; **owned \$250K budget**; sales forecasts/pacing; quarterly CEO readouts.

### Target Market Media Inc. – Brentwood, CA

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

- Launched integrated campaigns generating **142% more conversions**, reducing CPA 81%, and delivering \$3M+ annual revenue.
- **Managed 10** (demand gen, content, design) + multiple vendors; drove cross-functional roadmap with Editorial, Sales, Finance; **owned \$500k media budget** & experimentation plan.
- Directed automation and outbound campaigns, producing 25% more qualified B2B leads.

### YDesign Group – Sacramento, CA

*SEO Program Manager • Jan 2021 – Sep 2021*

- Led a team of 6, increased organic traffic and revenue **15%+ YoY** by optimizing technical and content SEO.
  - Oversaw **20K-page site migration** to Salesforce Commerce Cloud **without traffic loss**.
- 

## EDUCATION & CERTIFICATIONS

B.S., Marketing – San Francisco State University

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

---

## SKILLS

SEO/SEM | PPC | Demand Generation | AI Prompt Engineering | Content Strategy | Social Media Management | Conversion Rate Optimization | Marketing Automation | Klaviyo | HubSpot | Marketo | Google Analytics | SEMrush | Ahrefs | Google Ads | Meta Ads | LinkedIn Ads | WordPress | Photoshop | AI Tools (ChatGPT, MidJourney, DALL-E, Claude, Gemini, Llama)