

## LEAH HOVIG

[lehovig@gmail.com](mailto:lehovig@gmail.com) | [www.leahhovig.com](http://www.leahhovig.com) | (949) 491-5155

---

### SUMMARY

As a digital marketing and communications expert with 12+ years of experience, I excel at leading successful multi-channel campaigns. I'm passionate about developing compelling content that drives customer satisfaction and awareness while integrating brand consistency across all channels. I'm passionate about creating impactful digital marketing strategies and leading diverse teams to drive successful campaigns.

### SKILLS

Social Media Platforms: Meta Ads Manager, YouTube, Yelp for Business, Google Ads, Hubspot, Hootsuite  
Web Development: HTML5, XML, CSS3, JavaScript, WordPress, SiteCore CMS, Salesforce Marketing Cloud, Adobe Marketo, Google My Business, Google Tag Manager, GitHub, Wrike, Basecamp  
Adobe Creative Cloud: InDesign, Photoshop, Illustrator, Premier Pro, Dreamweaver, Acrobat  
Analytics: Google Analytics, Adobe Analytics, Tableau, SQL

### EXPERIENCE

**Digital Marketing Manager** - OrangeTwist, Irvine, California - 01/2023-Present

Demonstrated exceptional project management skills, launched a new treatment for 15 locations, effectively collaborated with external partners, and delivered results through strategic planning and implementation.

Produced weekly newsletters and internal publications, effectively sharing internal information with employees and stakeholders.

Successfully managed communication strategies during situations and reputation management issues for all locations, social channels, and listings.

Increased website traffic by 25% through effective SEO strategies and targeted digital marketing campaigns. Conducted regular data analysis of website performance, ad campaigns, text messaging, and email campaigns, optimizing strategies to drive conversions.

Delivered a 30% boost in lead generation through optimized forms and compelling content, driving substantial growth in the member base. Utilized lead generation techniques to attract and capture potential clients, enhancing the OrangeTwist member base.

Improved conversion rate by 15% through strategic website optimization and enhanced user experience. Provided visionary leadership for managing web platforms, optimizing user experience, and online success.

Generated a 35% increase in online sales through effective e-commerce strategies and optimization of the online shopping process. Demonstrated responsibility for budget allocation and forecasting, maximizing ROI through strategic resource management.

**Digital Marketing Consultant** - PADI Americas, Rancho Santa Margarita, California - 10/2021 - 10/2022

Responsibilities included evaluating the effectiveness of the 350 members' current paid advertising, organic campaigns, and web design. Recommended changes to improve their online presence, build their brands, and identify successful consumer trends and market opportunities that affect certification growth.

Monitored, tracked, optimized, and enhanced SEO for key performance indicators (KPIs) to fuel members' business growth and conversion goals.

Partner with colleagues to ensure seamless development, alignment, and implementation of communications media strategies that are in line with PADI Americas Communications objectives, ensuring appropriate localization.

Strategically led a team of 3 Territory Directors, 15 Regional Managers, and 7 Regional Training Consultants to grow and retain existing members through prescriptive business education and support.

**Digital Program Director** - Beasley Media Group, Las Vegas, Nevada - 05/2019–09/2021

Lead the digital strategy and execution for a portfolio of five radio stations, overseeing a team of 45 professionals in the vibrant Las Vegas market.

Crafted compelling product storytelling for Beasley Media Group's national assets, resulting in an impressive 10 million sessions in 2020. This strategic approach boosted conversions and elevated the company's digital presence.

Accomplished remarkable results by driving \$2M in digital revenue in 2020 through strategic initiatives, including contests, database development, paid social media, digital audio, banner advertising, and digital bundles.

Oversaw the creation of engaging and accurate communication materials, including press releases, blog posts, social media content, website copy, and marketing collateral.

Notable Achievement: Led the highly successful 'Leap Day' digital marketing campaign, recognized by Forbes for its innovation and impact. The campaign generated significant brand awareness, engaged a large audience, and delivered impressive results, including 1000 entries and the selection of five deserving couples for unique wedding experiences. To view the Forbes article on the campaign, please visit [Forbes Article on 'Leap Day'](#).

**Digital Content Manager** - GoWireless, Verizon Authorized Retailer, Las Vegas, Nevada - 12/2017–05/2019

Orchestrated the end-to-end development and execution of comprehensive marketing campaigns for 750 retail stores across social media, email, and location listings to optimize engagement and boost SEO performance. Leveraged data analysis and daily objectives to drive strategic decision-making and campaign optimization.

Successfully executed highly targeted and segmented email campaigns, reaching an extensive subscriber base of 1.9 million, ensuring maximum reach and engagement.

Monitored online conversations and feedback, proactively responding to inquiries and addressing concerns.

Implemented advanced email personalization techniques and automated campaigns, resulting in a remarkable 44% increase in open rates, a significant 15% rise in ctr, and a notable 12% uplift in conversions.

**Digital Marketing Specialist** - Toastmasters International, Rancho Santa Margarita, California - 12/2015–11/2017

Managed electronic communication platforms and devised comprehensive Search Engine Marketing plans, optimizing online visibility and driving targeted traffic to the organization's digital assets and a new program called Pathways.

Developed and executed a robust digital marketing strategy, ensuring cohesive brand messaging and leveraging external communications to enhance brand awareness and engagement.

Played a pivotal role in accelerating brand awareness on social media, helped lead dynamic PR programs, and fostered global conversations. Result: Facebook fan-page membership grew from 74K to 126K in one year.

**Manager of Digital Content & Webmaster** - CBS Radio, Las Vegas, Nevada - 06/2007–05/2015

Spearheaded content creation and digital marketing initiatives for a portfolio of five prominent radio stations, ensuring seamless integration of online, on-air, and printed content. Specialized in studio and remote interviews, live streaming, site growth, social media management, and audio/video production.

Produced, designed, and meticulously reviewed engaging articles spanning tech, sports, news, and music genres for the CBS Las Vegas market, ensuring high-quality content delivery to captivate the audience.

Collaborated as a liaison between the corporate digital staff and local stations, facilitating the successful implementation of corporate strategies for content, texting services, newsletters, and a substantial subscriber base of 120,000 on social media platforms.

Achieved outstanding results in 2014, generating a remarkable total of over 9 million session views, showcasing the tremendous impact of the digital marketing strategies implemented.

As a digital marketing manager and tech enthusiast, I had the privilege of covering prestigious live events such as CES, NAB Show, DEFCON, Black Hat, and Comic-Con. With a focus on providing comprehensive event coverage, I conducted on-camera interviews with renowned celebrities and executives including Daymond John from ABC's Shark Tank, GRAMMY® Award-winning musician will.i.am, and Rob Maigret, Chief Creative Officer at Sphero, Inc. These interviews allowed me to capture valuable insights and create engaging content at the intersection of technology and entertainment.

**EDUCATION**

BS, Business Administration, Concentration in Marketing  
San Jose State University, San Jose, California

AS, Web Design and Interactive Media  
Art Institute of California, San Francisco, California

**CERTIFICATIONS**

Google Foundations: Data, Data, Everywhere  
Marketing Tools: SEO  
Content Marketing: Newsletters  
Guy Kawasaki on How to Rock Social Media