

Elmer Turner IV

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EDUCATION

Arizona State University – W.P. Carey School of Business Bachelor of Science in Business Marketing

DIGITAL MARKETING SPECIALIST

Data-driven marketing professional with 3+ years of experience across digital marketing, paid media, email/CRM, and eCommerce. Proven track record driving revenue growth, improving customer retention, and optimizing performance through analytics and experimentation. Experienced in Shopify ecosystems, lifecycle marketing, and multi-channel campaign management across Google, Meta, and email platforms.

PROFESSIONAL EXPERIENCE

Amazon — Area Manager | Puyallup, WA | Jan 2025 – Dec 2025

- Led and developed over 50 associates in a fast-paced environment, consistently exceeding productivity and service-level KPIs.
- Analyzed operational data and performance metrics daily to identify process improvements and increase efficiency across shifts.
- Implemented workflow optimizations that reduced delays and improved throughput.
- Conducted performance reviews, coaching, and training to improve team output and customer experience.
- Partnered cross-functionally with day shift to maintain high customer satisfaction and operational accuracy.

Distant Lands Coffee — Digital Marketing Manager (Contract) | Renton, WA | May 2024 – Aug 2024

- Built and launched new company website via Wix, strengthening brand presence and improving web traffic and engagement by 500%
- Managed paid media campaigns across Google and Microsoft Ads achieving **~700% average ROAS** for key accounts including Panera Coffee.
- Designed and optimized Shopify storefronts for major brand partnerships and private label, improving UX and conversion performance by 30%
- Developed marketing dashboards and analytics reporting to track growth metrics and guide strategic decisions.
- Improved on-site SEO, keyword alignment, and conversion-focused content to increase search visibility and traffic.

Vexillum Consulting — Marketing Project Coordinator (Contract) | Remote | Oct 2023 – Apr 2024

- Created accessible, compliant alt-text and marketing content for Microsoft digital assets and campaigns.
- Designed and assembled digital portfolios and branded collateral using Adobe Creative Suite.
- Edited and formatted marketing and technical documents to align with brand and accessibility standards.
- Supported content production and campaign readiness across multiple client accounts.

BeautyGarde — Digital Marketing Coordinator | Remote | Jun 2021 – Jan 2023

- Managed Shopify backend and product marketing operations for 100 SKUs, including integrations with Klaviyo and Mailchimp.
- Built and executed biweekly email marketing campaigns driving **~20% of total weekly revenue**.
- Analyzed campaign performance (CTR, ROAS, CLV, conversion rates) to optimize targeting and messaging.
- Spearheaded copywriting and creative coordination for product launches, promotions, and lifecycle campaigns.
- Conceptualized and launched loyalty/subscription program that increased customer retention **by 35%**.
- Produced performance reports and dashboards to guide budget allocation and marketing strategy.

CORE SKILLS

Digital Marketing: Paid Media (Google, Microsoft, Meta), Email/CRM, Lifecycle Marketing, SEO, Conversion Optimization

eCommerce: Shopify, Klaviyo, Mailchimp, Amazon Seller Central, Salesforce,

Analytics & Tools: Google Ads, Meta Ads, SEMrush, Tableau, Excel, Power BI, WordPress

Platforms: Wix, Squarespace, BigCommerce, Adobe Creative Suite, Premiere Pro, Canva

Certifications: HubSpot SEO (2025), Digital Marketing (2025), Social Media Marketing (2025)