

JUSTIN RUSZKOWSKI [russ - cow - ski]

Digital Marketer | CRO, Data Analytics, eCommerce, Growth, Performance, UX

CONTACT

- 810-845-7893
- hello@jmrusz.me
- /in/jmruszkowski
- jmrusz.me

EDUCATION

Michigan State University
B.S. in Human Biology
2008 - 2012

SKILLS

- Leadership
- Teamwork
- Visionary
- Problem solving
- Creativity
- Attention to detail
- Adaptability

PROFICIENCIES

- Marketing strategies
- Conversion rate optimization (CRO)
- Data analytics
- User experience (UX) design
- SEO / SEM
- Digital advertising
- CRM & CMS platforms
- Front-end web development
- Reporting & BI
- Revenue attribution
- Photoshop

REFERENCES

Available upon request

PROFILE

Innovative and growth-focused marketing professional specializing in crafting and executing high-impact, data-driven digital strategies. Adept at optimizing customer journeys and leveraging all digital platforms to elevate brand offerings. Experience spans agency and in-house roles, from fast-growing companies to prominent brands.

EXPERIENCE

Director, Marketing & eCommerce

OCTOPUS XR | APR 2022 - MAR 2024

- Prototyped, developed, managed, and optimized the company website (HubSpot's CMS Hub) and eCommerce marketplace (Shopify).
- Continuously improved the minimum viable product (MVP) through proactive analysis of campaign performance and customer data, implementing impactful A/B and multivariate tests to achieve an AOV of over \$1,300 for eCommerce orders.
- Designed an adaptable and scalable digital architecture for marketing technology and data infrastructure, enabling seamless data integration for personalization across the customer journey and in-depth reporting.
- Refined product market fit by conducting regular market research, including competitive analysis, customer interviews, and building strong relationships with industry leaders, gaining key insights into competitive landscapes, brand pain points, and market trends.

Senior Digital Strategist

MOJENTA | MAR 2019 - APR 2022

- Led the digital experience transformation strategy and execution, including campaign management and conversion rate optimization (CRO), for a client, resulting in a 193% increase in lead-to-opportunity conversion rate (CVR), a 265% increase in new business won from marketing initiatives, and a 32% decrease in customer acquisition cost (CAC).
- Implemented site-wide SEO best practices for a client, driving a 41% YoY increase in organic traffic sessions, a 20% YoY lift in CVR, and a 12-day reduction in the average time to conversion for organic source users.
- Drove a 92% CVR increase and nearly a 70% cost per lead (CPL) reduction for new leads from paid sources through proactive campaign management and CRO for a client.
- Strategized, implemented, and optimized growth initiatives for a client, driving a 154% lift in new customer average order value (AOV) compared to the previous 12 months.
- Served as data analytics, digital advertising and CRO/testing subject matter expert, providing ongoing team trainings and development to support growth and ensure client performance.
- Panelist, *Data-Driven Marketing*, Comcast Business & Spectrum's Cable Marketing Summit

Digital Marketing Funnel + CRO Manager

ORGANIFI | NOV 2018 - MAR 2019

- Generated over \$1.3 million in incremental revenue by ideating, executing, and implementing numerous data-driven, high-impact A/B and multivariate tests across the entire customer journey.
- Owned CRO for Google/YouTube, Meta, and programmatic advertising channels, regularly collaborating with multiple media buyers to efficiently scale monthly ad spend to over \$1.25 million while maintaining healthy key performance indicators (KPIs) pacing and profitable margins.
- Drove a nearly 9% increase in AOV by utilizing zero-party and first-party data to implement and test personalized upsell and cross-sell promotions.
- Collaborated cross-functionally to lead optimizations of customer lifecycle campaigns, resulting in a 14% increase in customer lifetime value (LTV) and approximately a 10% lift in average orders per customer.

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EXPERIENCE

Marketing Manager

CONSUL | AUG 2017 - DEC 2018

- Developed growth and performance strategies, managed campaigns, and led CRO for a CPG client, increasing CVR by 123%, total sales revenue by 283%, and AOV by 13%.
- Implemented a dynamic abandoned cart email campaign series for a CPG client, achieving a 68% increase in abandoned cart revenue.
- Managed client paid campaign budgets between \$20,000 and \$50,000 per month across multiple channels, including Google, YouTube, Facebook, Instagram, Pinterest, and Amazon.
- Optimized multiple client Shopify platforms, resulting in improved website performance grades, including faster page load speeds, reduced bounce rates, and higher quality scores.

Managing Partner

SMRT ENTERPRISE, LLC | AUG 2016 - DEC 2017

- Owned, managed and operated four eCommerce businesses.
- Created unique brand identities, built conversion optimized eCommerce website, conceptualized various marketing strategies utilizing paid, organic, referral and outbound campaigns across different channels to drive revenue, setup measurement and analytical frameworks to create business intelligence (BI) reporting.
- Managed relations with customers, vendors, and logistic companies.
- Hired and managed a team of three.

Business Development Manager

PERFORMANCE MARKETER | AUG 2016 - JAN 2017

- Strategized, implemented and optimized outbound and inbound lead generation funnels to increase the number of new clients, average order value, lifetime value.
- Increased top-line revenue (six-figures) over 200% within the first 2 months.
- Collaborated regularly with the internal marketing team to maintain alignment throughout the customer lifecycle and optimize inbound funnel conversion rates.

Account Manager

LIFETIME | FEB 2015 - AUG 2016

- Responsible for growing membership accounts through prospecting, outbound sales initiatives, inbound sales processes, and building relationships to meet sales goals.
- Supported members with account/membership setup and resolving billing related issues to ensure a positive member experience.
- Met or exceeded sales quota 16/17 months.
- 3x regional sales MVP. 1x club MVP voted on by co-workers and members.

Regional Manager

FLATBOOK (SONDER) | JAN 2015 - AUG 2015

- Introduced Flatbook (now Sonder) to Austin, Texas.
- Led Flatbook's new market cities (14) in number of listings acquired.