

Jeannie Dougherty

Growth Marketing Strategist

Contact

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[Portfolio](#)

[LinkedIn](#)

Education

San Francisco State University

San Francisco, California

BA in Advertising

Key Skills & Achievements

Data-Driven Marketing

Created analytics platforms for performance tracking, leading to informed strategic decisions and real-time progress tracking.

Lead Generation & Conversions

Achieved a 5,300% increase in website conversions and expanded annual web traffic significantly.

SEM & Cost Efficiency

Reduced monthly costs by \$6,000 and improved lead generation and click rates dramatically.

Content Strategy

Developed and executed content strategies that led to top

Summary

Dynamic Director of Marketing with a robust 18-year track record in spearheading comprehensive digital marketing strategies and executing hands-on campaign work across all channels. Adept in data analytics, I excel in formulating and executing marketing strategies that encompass the full spectrum of digital marketing, including UX/UI design, SEO, social media, email marketing, and SEM. My approach is deeply rooted in leveraging data to inform strategic decisions, resulting in substantial cost savings, explosive web traffic growth, and conversion optimization. I am dedicated to driving results that not only meet but exceed business goals and contribute to substantial bottom-line growth.

Experience

NOVEMBER 2022 – PRESENT

Founder & Director of Marketing | DigiM Marketing Solutions

- Founded DigiM Marketing to deliver strategic digital marketing solutions, applying 18 years of expertise to drive client success.
- Specialized in data-driven strategies, achieving significant cost reductions and enhancing web traffic and brand visibility.
- Demonstrated success in conversion optimization, consistently aligning outcomes with client business objectives.

OCTOBER 2019 – NOVEMBER 2022

Head of Digital Marketing | Next Move Healthcare

- Engineered a digital marketing strategy that resulted in a 5,300% YoY increase in website conversions and grew web traffic from 170,000 to over 1 million visitors.
- Internalized Google Ads management, saving \$6,000 monthly, doubling leads, and quintupling the click rate within a quarter.
- Developed a real-time analytics platform, managed a three-person team, and oversaw a \$150,000 SEM budget.

Google rankings and featured snippet placements.

Project Management

Directed a \$500K website consolidation project, resulting in a unified platform that improved user experience and clinic traffic.

Selected Case Studies

Email Marketing

[Grew email referral website traffic](#) from 20,000 to 132,000 and increased website conversions from 14,400 to 36,000.

SEM

[Doubled impressions](#) and reduced cost per lead from \$75 to \$20, demonstrating effective in-house SEM strategies.

SEO

[Increased annual website traffic](#) from 170,000 to over 1 million, with over half attributed to SEO, resulting in a 150% increase in website conversion rate.

Social Media

[Executed an Instagram rebranding](#) for a travel nursing agency, leading to a 60% rise in engagement and a 45% increase in followers.

NOVEMBER 2017 – OCTOBER 2019

Founder & Director of Marketing | JM Marketing

- Launched JM Marketing, providing custom digital marketing strategies, achieving a #1 Google Ranking for clients within four months.
- Directed operations, managed teams, and fostered client relationships for sustained growth.

OCTOBER 2016 – NOVEMBER 2017

Regional Marketing Manager | Providence St. Joseph Health

- Led a \$500,000 digital transformation project, merging 9 websites into one, increasing clinic traffic by 20%.
- Collaborated with medical group leaders to develop multi-channel marketing content, enhancing brand consistency.

OCTOBER 2014 – OCTOBER 2016

Senior Associate Marketing | Alameda Health System

- Initiated a strategic intranet site and communication strategies, increasing digital conversion rates by 10%.
- Centralized web content and social media operations, saving \$150K annually and tripling social media engagement.