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DAVID FORNELLI

GROWTH MARKETING/ADVERTISING EXPERT CONSULTANT

STATEMENT

A growth marketing expert with **10+ years' experience**, excels in multi-channel acquisition, conversion optimization, and customer retention programs. With a data-driven approach, he consistently drives business growth, maximizes performance, and enhances customer journeys.

PROFESSIONAL SKILLS

Growth Marketing Strategy
Multi-Channel Acquisition
Conversion Optimization
Web Analytics
Customer Acquisition
Retention Programs

COMPETENCIES

Team leadership
Presentation Skills
Project Management
Marketing Attribution
Marketing Automation Platforms

LANGUAGES

English
HTML5
CSS3
AI Language Models

HOBIES

Cycling • Traveling • Photography
• Hiking • Sports • Writing • Art



PORTFOLIO

WORK EXPERIENCE

Oct 2022 - Mar 2023 ● **CHARMA (FORMERLY WORKPATTERNS)**
GROWTH MARKETING LEAD

- Crafted and executed high-impact growth marketing strategies, driving customer acquisition and engagement for the SaaS B2B/B2C business.
- Optimized website performance and user experience using Webflow, and effectively managed advertising channels like AdWords, Bing, Meta, and LinkedIn.

Oct 2019 - Mar 2022 ● **QUANTCAST CORP.**
HEAD OF GROWTH MARKETING

- Executed growth marketing strategy, optimizing digital channels and maximizing ROI.
- Utilized analytics to drive customer acquisition, engagement, and retention.
- Implemented marketing automation tools, streamlining operations and elevating brand reputation.

Jun 2018 - Sep 2019 ● **BLURB**
HEAD OF GROWTH

- Improved online customer journey, driving conversion rate and SEO enhancements.
- Utilized Optimizely and Google Analytics for CRO campaigns and SEO practices.
- Led Acquisition and Retention Marketing Programs, boosting growth and customer loyalty.

Mar 2017 - Jun 2018 ● **BPM LLP**
SENIOR DIGITAL MARKETING

- Led marketing technology initiatives at BPM, optimizing campaign promotion and audience engagement.
- Managed CRO and SEO optimizations, including A/B testing and on-page strategies.
- Collaborated with cross-functional teams to align marketing efforts with company objectives.

Oct 2010 - Sep 2016 ● **FICO (FAIR ISAAC CORPORATION)**
DIGITAL MARKETING MANAGER (SOCIAL, SEO, WEB)

- Managed vital marketing channels at FICO, driving customer acquisition and retention.
- Conducted A/B testing, CRO, and SEO strategies for impactful campaigns.
- Developed digital marketing programs in collaboration with cross-functional teams.

EDUCATION

2007 - 2009 ● **ITT TECHNICAL INSTITUTE / 3.4 GPA**

ASSOCIATE'S DEGREE, COMPUTER NETWORKING

Studies focused in application development, IT project management, technical planning, and business case analyses. Created working prototypes for numerous server projects and desktop applications.