

DAVID FORNELLI

PERFORMANCE ADVERTISING / MARKETING PROFESIONAL



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SOCIAL

 **X (aka Twitter)**
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 **LinkedIn**
[/in/davidfornelli](https://in/davidfornelli)

 **Instagram**
Fornelli_by_design

EDUCATION

Associate degree, Computer Science

UNLV / 2009 / 3.4 GPA

Advertising Certified

Google / 2010, 2016

Quantcast / 2021

LinkedIn / 2010, 2013

SKILLS

- HTML5 / CSS3
- Gen AI Prompt / Gen AI Image / LLM
- Performance Advertising
- Conversion Rate Optimization
- SEO (Technical, On-page, & Content)
- Start-up Acquisitions

PROFILE

As a seasoned Growth Marketing Specialist with over 20 years of experience, my primary objective has been to drive revenue growth by implementing effective customer acquisition and retention strategies.

WORK EXPERIENCE

Senior Corporate Marketing Manager

Persado [Enterprise SaaS – Gen AI Marketing Technology]
2022 – Current | New York, NY

I lead all digital marketing efforts, enhancing website and social media engagement, and optimizing CRM systems and integrations. I advanced SEO through technical adjustments, on-page optimizations, and metadata improvements, significantly boosting search engine rankings. My growth marketing strategies increased social subscribers, website traffic, and brand awareness, driving sustained market presence and growth.

Head of Growth Marketing

Quantcast [Enterprise SaaS – AI AdTech]
2019 – 2022 | San Francisco, CA

Devised and implemented strategic initiatives to augment the brand's prominence within the advertising sector. Spearheaded a dedicated marketing team comprising eight professionals, inclusive of international external contractors.

Head of Growth Marketing

Blurb [Publisher]
2018 – 2019 | San Francisco, CA

Serving as the Head of Growth at Blurb, I was crucial in the company's transformative acquisition by RPI. My strategic marketing campaigns significantly elevated Blurb's market presence, focusing on expanding its reach in the self-publishing and creative professional sectors.

EXPERTISE

- Google Tools (GA, GTM, GSC)
- Google AdWords
- LinkedIn Advertising
- Bing Advertising
- Meta Advertising
- WordPress / Webflow
- Generative AI Technology
- SEO Tools (SEMRush, MOZ, etc.)

AWARDS

Top 15 Marketer in Las Vegas in 2024

Influencer Digest – [read more](#)

US 2019 Search Awards

Blurb for best use of search - retail/ e-commerce

FICO Leadership Award

2012 Internal Performance Award

REFERENCE

On request

EXPERIENCE CONTINUED

Senior Digital Marketing Manager

BPM LLP [Accounting Firm]

2017 – 2018 | San Francisco, CA

I spearheaded innovative marketing strategies within the finance sector, infusing creativity and analytical prowess into every campaign. My role encompassed the development and execution of groundbreaking initiatives, aimed at elevating BPM's brand presence in a competitive marketplace. I pioneered novel approaches to campaign promotion, audience engagement, and digital optimization, transforming BPM's website, email campaigns, and content into dynamic, audience-captivating platforms.

Senior Digital Marketing Manager

REC Solar [Energy]

2016 – 2017 | San Rafael, CA

As a key member of the marketing team at REC Solar, I played a pivotal role in the company's acquisition by Duke Energy. My strategic positioning of REC Solar in the renewable energy market was instrumental in enhancing its visibility and appeal, leading to a successful acquisition.

Corporate Digital Marketing Manager

FICO (Fair Isaac Corporation) [Enterprise SaaS - FinTech]

2010 – 2016 | San Rafael, CA

My job was to analyze website performance, user behavior, and marketing effectiveness. I used advanced analytics tools to improve digital strategies, user experience, and conversion rates. I also found trends, identified growth opportunities, and encouraged collaboration among teams to enhance FICO's online presence and achieve business goals. I specialized in social media and SEO, using data-driven strategies to improve search rankings, attract quality traffic, and increase brand awareness.

INTERESTS



Peloton



Travelling



Music



Artist



Photography

LANGUAGES

English

English is my native language.