



Elizabeth Baker

Marketing & E-Commerce Leader

(Sales + Marketing) x (Passion + Intuition)

Sales & Marketing Experience

Director of E-Commerce

2024 - Current

Rejuvent Skincare | Scottsdale, AZ

Led and supported key eCommerce and digital marketing initiatives, including the migration of a high-volume site from WooCommerce to Shopify, product and data migration, and ongoing new product administration. Drove affordable new-customer acquisition by introducing and optimizing Google and Bing PPC campaigns, while co-managing email marketing for promotions, product education, and customer communications. Improved shopping experience and conversion through detailed product attribute mapping and filtering optimization, strengthening site UX. Established and expanded foundational SEO across metadata, headings, alt tags, image naming, content marketing, and product page rankings, while successfully exploring AI-driven SEO strategies that increased AI-sourced traffic. Played a key role in Black Friday-Cyber Monday operations, contributing to record-setting growth, and delivered actionable insights through reporting, analytics, and performance analysis.

Digital Marketing & E-Commerce Manager

2022 - 2024

Zest Dental | Carlsbad, CA (Remote)

Owned strategy and execution across all digital marketing and eCommerce initiatives. Led the transition of paid search and shopping programs in-house, quadrupling ROI while increasing sales within the first month and sustaining that performance for over 22 months. Spearheaded a full redesign of ZestDent.com, including a complete re-architecture of the site's categorization and navigation to improve UI/UX. The project launched on time and on budget, delivering immediate gains in revenue and conversion rates.

Digital Marketing Manager

2021 - 2022

Planet DDS | Newport Beach, CA (Remote)

Directly managed Google and Bing paid media across Search, Display, and Remarketing, as well as third-party demand generation platforms including Software Advice and G2. Developed a comprehensive SEO strategy and partnered with the Content Marketing Manager to execute and scale it effectively. Owned paid social marketing on Facebook and LinkedIn, while collaborating with Campaign Managers to support Demandbase ABM planning and execution. Identified customer journey optimization as a key growth opportunity and led cross-platform analysis using Salesforce, HubSpot, Google Analytics, and Hotjar to uncover friction points and improve conversion performance.

Senior Search Marketing Strategist

2020 - 2021

Buzzgen Media | El Sobrante, CA (Remote)

Hands-on management of all Google Ads and Bing Ads: Search, Display, Video, Remarketing and Shopping for 20 to 30 agency clients across many different industries. Success improving ROI and lowering acquisition costs for clients while increasing sales and traffic during COVID.

Digital Marketing Manager

2019 - 2019

ClearBags | El Dorado Hills, CA

Managed and mentored a small content team, including hiring and onboarding a high-performing SEO Technical Writer to expand and strengthen product-level SEO content. Improved efficiency and reach across Google Search, Bing Search, and Google Shopping by identifying and eliminating significant click waste. Drove a 400%+ increase in Amazon profitability by strategically selecting products, auditing and optimizing pricing, implementing product-level SEO, and partnering closely with the VP of Operations to maintain consistent FBA inventory for top-selling SKUs.

Contact

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/in/LizInMarketing

Skills & Expertise

Leadership

SEO

Promotions

Google Shopping

Paid Social

Product SEO

Email Marketing

Paid Search

AEO/ GEO

UI/UX

Graphic Design

Web Design

Content

Sales Psychology

User Journey

Google Analytics 4

Past Certifications



Google Ads Search Ads Certification
Google
Issued Jan 2021 · Expired Jan 2022
Credential ID 69478469



Google Analytics Certification
Google
Issued Jan 2021 · Expired Jan 2022
Credential ID 70345088



Google Shopping Certification
Google
Issued Jan 2021 · Expired Jan 2022
Credential ID 69616524



Google Video Ads Certification
Google
Issued Jan 2021 · Expired Jan 2021
Credential ID 69617874



Google Display Ad Certification
Google
Issued Jan 2021 · Expired Jan 2022
Credential ID 69478446



Google My Business Certification
Google
Issued Jan 2021 · Expired Jan 2022
Credential ID 69598136



Bing Ads Professional Certification
Microsoft
Issued Jan 2021 · Expired Jan 2022

Sales & Marketing Experience

Digital Marketing Manager

2013 – 2018

Belami E-Commerce | Sacramento, CA

Joined Belami E-Commerce in 2013 as an entry-level Marketing Analyst and rapidly developed deep expertise in paid search and shopping. Managed thousands of PPC campaigns across up to 30 lighting and home décor websites, competing directly with major retailers including Wayfair, Overstock, Lowe's, and Build.com. Designed highly precise campaign architectures to target only the highest-converting queries, optimizing daily with disciplined budget control to eliminate wasted spend.

Promoted to the Business Development team and placed in charge of third-party lighting and décor showroom websites, where I doubled sales for most partners while simultaneously doubling—and in some cases tripling—ROI. Additionally, managed large-scale Amazon accounts with up to 500,000 products, navigating and optimizing within MAP constraints to drive significant sales growth.

Head of Marketing & Online Operations

2015 – 2021

Tefco Raw Dog Food | Nationwide (Remote)

Joined Tefco in 2015 when the company had been flat in revenue for five consecutive years and was tasked with expanding its nationwide distributor network. Rebuilt the corporate website into a 125-page, SEO-driven growth engine, established the company's social media presence, and launched paid search campaigns to drive inbound demand. After achieving significant distributor growth, pivoted to supporting local partners directly by delivering PPC and SEO strategy, enabling distributors to penetrate their local markets more effectively.

Owner / Freelancer

2015 – 2022

Honest Marketing & Upwork.com Freelancing (Remote)

Worked as an independent consultant after transitioning Belami from W-2 to W-9 following relocation from Sacramento. Supported clients through referrals and Upwork in launching mobile applications from concept to market, leading market and competitive research, naming and keyword strategy, app store optimization (ASO), websites, paid advertising, and creative assets.

Additionally partnered with small and local businesses to drive online and in-store traffic through local SEO, mobile and desktop advertising, and Google My Business optimization.

Owner & Founder

2012– 2018

The Sales Tracking Calendar App for iOS and Android

While traveling full time, I built and launched my own business from the ground up. I conceived, developed, and brought to market a sales tracking and appointment system in just six weeks, then expanded it into a mobile application. The Sales Tracking Calendar App was the first scheduling app to integrate personalized, real-time performance metrics directly into a user's daily calendar, automatically calculating required calls, appointments, and closes based on individual goals, timelines, close rates, and average order values.

The app ranked above Salesforce for sales tracking search terms and was featured in a national publication's "5 Must-Have Mobile Apps for Salespeople," alongside Salesforce, GoToMeeting, and Evernote. I successfully sold the app following its national recognition.

Territory Sales Manager

2009 – 2011

Heartland Payment Systems | Temecula, CA

Promoted to Territory Sales Manager after playing a key role in training new Regional Sales Manager hires to conduct complex credit card processing statement audits. Leveraged a strong sales foundation to break down technical concepts into clear, digestible components and rebuild them into a complete, practical understanding. Recognized for motivating team members, mentoring peers, and accelerating onboarding effectiveness.

Outside Sales Executive

2005 – 2009

Valley Yellow Pages, Superpages and Hibu

Built an exceptional sales foundation in a straight-commission Yellow Pages sales environment—an experience that quickly sharpens resilience, discipline, and performance. Completed 400+ hours of intensive classroom training in sales psychology, consultative selling, presentation delivery, and ad design. Consistently exceeded sales targets, earning top-performer recognition and multiple sales awards, including generating more new business than any individual contributor across two teams combined. As the industry entered its decline, recognized the market shift and pivoted strategically to the next phase of my career.