

# Bre Ojala (she/her)

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## SUMMARY

Dynamic & creative marketer with 6 years of experience, specializing in customer acquisition, engagement, and retention strategies. Excited about the opportunity to take end-to-end responsibility for a wide variety of marketing projects, including growth strategy, content marketing, and SEO to expand brand reach and engagement. Certified in SQL from UC Davis, I am proficient in analytics and metrics analysis, deriving actionable insights to inform strategic decision-making and drive continuous improvement in digital marketing programs.

## EXPERIENCE

### Head of Growth

@VirtualCounsel | B2B Startup providing SMB's with legal counsel on a subscription basis

September 2021 - September 2023, Remote

\*Date overlap note: @VC began as client of Wave Digital- Hired on full-time 7/22

- Developed and executed lifecycle marketing campaigns across email, socials, and SMS, resulting in a 200% increase in engagement and a 15% reduction in churn rate
- Conducted paid media A/B testing on digital assets to refine messaging and improve conversion rates, leading to a 15% uplift in click-through rates and a 10% increase in online subscription conversions
- Established and managed an experimentation framework, defining experiment setup parameters including targeting, timing, and channel strategy, leading to a 30% uplift in campaign performance metrics
- Led the scaling of customer acquisition initiatives, driving a 25% increase in unique customers
- Spearheaded and executed SEO strategies, increasing organic search visibility and organic traffic by 412%
- Led a rebranding initiative and managed the creative and development team to ensure website overhaul created a seamless user-friendly online experience

### Founder & Marketing Lead

Wave Digital Marketing | Digital Marketing Agency specializing in client acquisition

May 2021 - July 2022, Remote

- Led the successful execution of multiple product launches from concept to market, achieving a 200% increase in sales revenue and garnering positive brand recognition
- Conducted A/B tests and analyzed key metrics to identify areas for improvement, implementing strategies that led to a 12% uplift in email open rates and a 10% increase in revenue generated from email marketing efforts
- Conceptualized and executed innovative marketing initiatives, including content marketing, partnerships, and event activations, resulting in expanded brand reach and engagement
- Owned the creative brief process and collaborated with creative teams to design compelling campaign assets, resulting in a 40% increase in click-through rates and a 20% improvement in overall campaign effectiveness
- Managed CRM and marketing automation technologies to segment user audiences and deliver personalized messaging, resulting in a 10% increase in conversion rates and a 25% improvement in customer satisfaction scores

### Growth Marketing Manager

Next-Level Coaches | Startup serving coaches & consultants in business scaling strategy

May 2018 - May 2021, Remote

- Led end-to-end event marketing strategy for virtual events, increasing attendance rates by > 30%
- Developed and implemented client acquisition and retargeting campaigns across Meta, LinkedIn, Google, etc.
- Ideated and built successful lead magnet funnels and campaigns generating 2.5-4x ROI on each launch
- Demonstrated a customer-centric mindset by consistently prioritizing user needs and preferences in campaign development, fostering brand loyalty and positive sentiment among the client base
- Led and managed a high-performing copywriting and marketing team to execute communication strategy for clients

## EDUCATION

### Bachelor of Science Degree

Business Marketing · San Diego State University · 2018

3.71 GPA

## CERTIFICATES

SEO Certified: HubSpot Academy

Technical SEO: Semrush Academy

SQL for Data Science: UC Davis

## SKILLS

Customer Acquisition	Customer Retention	ROI Growth	Customer Journey	HTML / CSS / SQL
Project Management	Engagement	SEO / SEM	A/B testing	Quality Assurance
Partnerships	Content Marketing	Data Analysis	Creative Briefs	Conversion Optimization