

CHERI GERSON

Oak Park, CA

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MARKETING DIRECTOR | DIGITAL & GROWTH STRATEGY LEADER

Strategic, data-driven marketing executive with 20+ years of experience leading acquisition, demand generation, lifecycle marketing, and digital transformation initiatives across real estate, technology, e-commerce, retail, and professional services. Proven ability to scale marketing operations, optimize SEO/SEM and paid media performance, and implement CRM-driven engagement strategies that accelerate pipeline growth and revenue impact. Experienced in highly regulated and enterprise environments, aligning marketing investment with measurable business outcomes.

CORE COMPETENCIES

- Digital Acquisition & Growth Strategy
 - Demand Generation & Pipeline Acceleration
 - Performance Marketing (SEO, SEM, Paid Media, Social)
 - Lifecycle Marketing & Marketing Automation
 - Conversion Rate Optimization (CRO) & A/B Testing
 - Analytics, KPI Frameworks & Executive Reporting
 - Marketing Technology (MarTech) & CMS Platforms
 - Cross-Functional Leadership & Executive Alignment
 - Budget Oversight & Vendor Management
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TECHNOLOGY & PLATFORMS

Salesforce, Pardot, SharpSpring, Google Analytics, Google Ads, Sitecore, WordPress, HubSpot, Wix, Raven Tools, Paid Social Platforms, CRM & Marketing Automation Systems, and more.

PROFESSIONAL EXPERIENCE

Marcus & Millichap – Commercial Real Estate

Digital Marketing Specialist | Calabasas, CA | 2018–2025

- Led enterprise digital acquisition and performance marketing strategy across 80+ offices and ~2,000 agents throughout the U.S. and Canada, supporting national revenue growth initiatives.
 - Directed SEO, SEM, paid media, social, web strategy, analytics, and CRM-integrated lead generation programs to improve pipeline visibility and conversion performance.
 - Partnered cross-functionally with IT, product, legal/compliance, research, PR, and executive leadership to deliver multi-million-dollar website and marketing technology transformations on time and on budget.
 - Designed and implemented enterprise KPI frameworks and executive dashboards to track ROI, marketing-sourced pipeline, engagement metrics, and revenue contribution.
 - Optimized digital user journeys through data analysis, CRO initiatives, and SEO enhancements to increase lead quality, engagement, and agent productivity.
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National Positions – Digital Marketing Agency

Senior Client Partner | Westlake Village, CA | 2016–2018

- Owned full-funnel acquisition strategy including SEO, SEM, paid social, content marketing, analytics, and marketing automation for 150+ clients across diverse industries.
 - Improved client lead quality, engagement, and conversion performance through continuous testing, reporting, and performance optimization initiatives.
 - Collaborated with Google, SharpSpring, Raven Tools, ReachLocal, and internal development teams to deliver high-performing websites, CRM-integrated funnels, and scalable growth programs aligned to revenue targets.
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Key Information Systems – Technology Integrator

Marketing Communications Manager | Agoura Hills, CA | 2014–2016

- Led corporate demand generation strategy in a B2B technology environment, integrating SEO, paid media, content marketing, and analytics to support sales pipeline growth.
- Managed strategic partner marketing initiatives with IBM, HP, Cisco, and KeyCloud, aligning campaigns with joint go-to-market strategies.
- Developed executive reporting frameworks to measure marketing contribution to pipeline velocity and revenue performance.

Lights on Broadway / Synertech International – E-Commerce

E-Commerce Manager | Woodland Hills, CA | 2009–2014

- Directed end-to-end e-commerce operations and digital acquisition strategy across multiple consumer brands and marketplaces.
- Managed Amazon, eBay, and Sears marketplaces while optimizing SEO, paid search, email marketing, and social media campaigns.
- Increased online revenue and customer lifetime value through analytics-driven CRO initiatives and A/B testing strategies.

EARLIER LEADERSHIP EXPERIENCE

Progressive leadership roles spanning marketing, sales, retail operations, and consulting:

- Vice President of Marketing – Accelerated I/O, Inc.
- Director of Sales & Marketing – Global Tax Network / Quark
- Marketing & Communications Manager – John Atencio Designer Jewelry
- Group Ticket Sales – Menopause The Musical (Generated \$500K+ Additional Ticket Sales)
- Marketing Consultant – Retail, E-Commerce, Consumer Products
- Catalog Manager – Snoopy Etc. Retail Catalog
- Assistant Buyer / Corporate Sales – Zale Corporation, Bailey Banks & Biddle Fine Jewelers

EDUCATION & CERTIFICATIONS

B.S. Business Administration & Marketing – University of Arizona

Google Analytics | Google Ads | Marketing Automation | Social Media Marketing

BOARD & COMMUNITY LEADERSHIP

Treasurer, Board of Directors – Shadow Ridge at Oak Park HOA (2019–2024)

- Provided financial oversight, budgeting, reserve planning, and governance communications to support long-term fiscal sustainability and operational transparency.