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# Elizabeth R. Janoski

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Analytical, innovative and results-driven marketer with 18 years of business experience. Consistent, proven success in maximizing sales and customer acquisition through strategic marketing campaigns. A broad skill set: data analysis (including competitor analysis), media optimization, marketing campaign execution, audience segmentation targeting, and people development. Currently working full-time at a law firm while managing my consulting business on the side.

## PROFESSIONAL EXPERIENCE

### Janoski Law

3/2021-Present

#### Legal Assistant/Office Manager

- Organizing and maintaining legal documents
- Filing legal documents with courts within Pennsylvania and New Jersey
- Scheduling meetings, phone calls, and depositions
- Provide administrative support such as processing invoices, making photocopies and maintaining calendars
- Manage paid search and social media campaigns

### Self-Employed

3/2021-Present

#### Digital Marketing Consultant (Incorporated as Elizabeth Janoski Digital Marketing, January 2025)

- Management of digital marketing campaigns with a focus on paid search (Google Ads, Google Grant Ads, Google for Non - Profits, Microsoft Bing) and paid social (Facebook/Meta, Pinterest)
- Provide bi-weekly and quarterly analysis and reporting
- Conduct bi-weekly client calls

### Barclays, Wilmington, DE

10/2018-3/2021

#### AVP, Digital Acquisition - Channel Manager<sup>1</sup>

- Led marketing strategy for Hawaiian Airlines, Frontier Airlines and Barclays branded cards Ring and Arrival Plus
- Supervised execution of SEO audit conducted by third party
- Compiled year-end performance presentations for senior leadership team
- Contributed to forecasting, budgeting and marketing calendar
- Managed relationship with third party remediation company for digital acquisition team

### Qurate Retail Group, West Chester, PA

4/2018-10/2018

#### Search Engine Marketing Manager

Following QVC's acquisition of HSN, was promoted to a position overseeing both QVC and HSN paid search accounts.

### QVC, Inc., West Chester, PA

5/2015-4/2018

#### Paid Search Manager

Oversaw sales and new customer acquisition strategies for QVC brand, BeautyIQ brand and 2,000 vendor brands. Deployed marketing budget of \$9M across multiple platforms.

- Implemented customer data targeting tactic in Q4 2016 to increase new customer acquisition on QVC trademarks. Exceeded 2016 customer acquisition plan by 123% and sales plan by 11%
- Increased YOY revenue by 92% in November 2015 and contributed to QVC's highest sales week after aligning marketing strategies to market trends
- Utilized search engine marketing tools to analyze competitor behavior, pricing and market share levels
- Partnered with Consumer Insights & Analytics team to obtain actionable customer data from ClearSaleing, surveys, focus-groups and on-site behavior

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<sup>1</sup> Barclays is a British company that uses British finance titles in its management structure. My position as an AVP at Barclays is roughly equivalent to the position of a manager at an American company.

- Spearheaded QVC brand app-install ads campaign within the Apple App Store and Google Universal App Campaigns
- Researched and determines strategy for incremental growth opportunities (e.g., Pinterest & Gmail ads)
- Worked with other marketing managers in the United Kingdom, France, and Germany to conduct QVC brand trademark testing and compare results
- Managed display campaigns promoting QVC's credit card (QCard)

**QVC, Inc., West Chester,, PA**

**5/2013-6/2015**

**Paid Search Specialist**

- Managed and optimized QVC brand and vendor search campaigns across 8 product categories
- Launched new product campaigns, vendor brand campaigns and time-sensitive promotions/content
- Executed and monitored tests (e.g., A/B testing for ad copy & landing pages)
- Analyzed and compiled data, reports and presentations to provide actionable insights for internal teams

**Cajam Marketing, Millstone, NJ**

**1/2013 – 7/2023**

**Freelance Contractor**

- Conducted analysis and reporting for clients in the retail category utilizing Google Analytics
- Optimized paid search (Google AdWords, BingAds, Yahoo Gemini), Google and Bing product listing ads/shopping ads, and display campaigns for clients
- Assisted with campaign build outs (keyword research, creative development) and tagging within Google Tag Manager
- Administered landing page optimization, creative testing
- Collaborated with managers of other direct response channels (Email, Direct Mail)

**hibu (formerly Yellowbook USA), King of Prussia, PA**

**5/2011 - 5/2013**

**Senior Campaign Analyst**

- Managed B2C paid search and SEO accounts ranging from \$5,000 to \$30,000 monthly budgets
- Developed and implemented custom search marketing solutions including SEM, SEO, Social Media, Listings, and Display campaigns
- Exceeded CPM goal on display campaign for large auto dealership
- Kept account retention rate of 90% or higher every month

**SEER Interactive, Philadelphia, PA**

**10/2010 - 5/2011**

**PPC/SEM Associate**

- Managed B2B and B2C paid search accounts ranging from \$2,500 to \$75,000 monthly budgets
- Reduced cost per lead by 60% over three months by implementing landing page testing
- Increased conversions 200% month over month utilizing language settings

**TrueAction, King Of Prussia, PA (Subsequently Purchased by eBay, Inc.)**

**8/2008 - 10/2010**

**Senior Interactive Marketing Specialist**

- Consistently had positive ROI results for Mattel™'s paid search account that had previously seen only a negative return when handled by an agency
- Acquired CSE marketing channel from Mattel™ after demonstrating strong performance with paid search
- Increased forecasted expectations 260% through paid search, placement and content campaigns focused on driving in-store revenue for The Sports Authority™
- Managed sporting goods and leagues (MLB™ & NASCAR™) paid search marketing accounts ranging from \$3M to \$50M a year in revenue to exceed client ROI goal, thus surpassing overall agency revenue goal
- Increased revenue 33% YOY on one of the largest revenue-driving days of the year for The Sports Authority™
- Implemented "value seeker" optimizations for shoe retailer Rockport™ based on qualitative analysis of landing pages and path to purchase

**Voveo Marketing Group, Malvern, PA**

**5/2007- 6/2008**

**Marketing Development Associate/Media Relations**

- Built and maintained client calling and direct mailing databases
- Managed search engine marketing accounts for B2B clients
- Processed weekly and monthly analytics reports

## **EDUCATION**

**Temple University, Philadelphia, PA**

**2002-2007**

**B.B.A. Fox School of Business**

Business Administration / Marketing

**B.A. College of Liberal Arts**

History

**Study Abroad - Temple University, Rome**

**West Chester University, West Chester, PA**

**December 2020**

**M.B.A. College of Business & Public Management**