

# Erik Cocks, M.B.A.

Based out of Miami Beach, Florida – Fully Remote

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## Summary

SEO, PPC, Lead Generation Strategy Expert

I am a self-motivated, results-driven digital marketing professional with 20+ years of experience designing and implementing high-impact lead generation campaigns. My expertise spans the entire digital ecosystem—from SEO and PPC to video marketing, analytics, and social media—allowing me to craft integrated strategies that consistently deliver measurable ROI.

As a hands-on leader who thrives with minimal direction, I excel at building collaborative partnerships with clients and internal teams alike to drive customer acquisition and retention. My proven track record of success with high-profile clients showcases my ability to take projects from concept to completion, optimizing performance at every step to achieve tangible, lasting results

I have extensive online marketing experience in the healthcare, legal, financial, & high-tech vertical markets.

## Experience

### Lead Generation Expert & Marketing Thought Leader

TrustWorks Law

April 2024 – Present

**Key Impact:** Demonstrated a proven ability to combine innovative marketing tactics, data-driven insights, and creative storytelling to consistently surpass lead generation goals and fuel sustainable revenue growth.

- **Surpassed Lead Generation Goals in Record Time:** Exceeded monthly lead generation targets by over 30% within the first three months through strategic inbound marketing initiatives, data-driven audience targeting, and high-converting landing pages.
- **Reduced Cost per Lead by 40%:** Implemented advanced segmentation, A/B testing, and automation workflows to optimize campaign performance, driving down CPL by over 40% within six months.
- **Leveraged Video for Market Differentiation:** Launched a comprehensive video marketing strategy to stand out in a saturated industry, resulting in a significant increase in qualified leads and improved brand positioning.
- **Pioneered Thought Leadership Efforts:** Authored blogs, developed videos, contributed to industry blogs, and developed webinars to establish the company as a trusted authority, strengthening brand reputation and attracting high-value prospects.
- **Optimized Multi-Channel Campaigns:** Collaborated with cross-functional teams (Sales, Product, Creative) to align messaging and drive consistent lead generation across digital advertising, social media, and email marketing.



## **Online Marketing Executive**

Little Red Tiger Productions

Sep 2022 – April 2024

I build and manage online marketing campaigns that deliver sales, encompasses growth strategies, cutting edge methods, creativity, and storytelling. These form the pillars of success, driven by analytical decision-making. I help companies generate leads, rank higher, gain traffic, engagement & trust for the brand message they want to deliver. My most recent PPC campaigns have increased a clients conversion rate over 35% and reduce cost per lead by 18%.

I managed Paid Search campaigns with budgets of \$500 to \$50,000 a month. These include Google Ads, Facebook, Instagram, Bing, YouTube, and TikTok ads.

I additionally leveraged video marketing to produce leads using online as well as connected tv.

Little Red Tiger works with small businesses including nursing and healthcare providers, lawyers, veterinary clinics and equine providers, construction, healthcare & clinics and technology companies.



## **Director - Paid & Online Marketing**

HealthInsurance.com

Apr 2019 – Sept 2022

Created online promotions, advertising campaigns, online lead generation activities and the overall digital marketing plans for a fantastic Medicare provider, helping folks make sense out of health insurance. My Campaigns delivered the company year to year sales growth of 41% with a decrease in lead costs of 11%.

In relaunching the brand, developed a complete online marketing strategy that resulted in 313% lead acquisition YtoY growth directly from the efforts of Paid Search, Television, and SEO visibility. The SEO campaigns I developed resulted in a 67% increase in high-value links creating positive ranking gains in the top 5 keywords we were targeting. This was valued at over \$460 million dollars in lead flow.

I oversaw paid search campaigns across a multi-channel mix including Google Ads, Facebook, Instagram, YouTube, and Connected TV. I managed budgets in excess of \$7 Million per month.

Expert in using Salesforce & Marketing Cloud to systematize campaigns and leverage data feedback loops. Lead digital campaign strategy & execution from kickoff to deployment, including managing project timelines and overseeing creative development. Conducted in-depth analysis of new and existing markets, competitive trends, and industry developments.



## **Director Of Online Marketing**

AR Homes® by Arthur Rutenberg

Jan 2014 - Apr 2019

During my tenure at Arthur Rutenberg Homes, I managed the online strategy & implementation of their website, Paid Search & SEO programs, gaining national attention and delivering a 40% online lead growth within the first year while maintaining lead costs. I oversaw online marketing & Local marketing for over 40 franchises across multiple states and established a new system for follow up funnel email marketing and automation.

In managing all social media campaigns for the company, I helped the regional companies develop brand stories & strategies using video that drove sales leads, including video series and interactive media. Additionally, I successfully developed a packaged video marketing & sales funnel system for the locations to drive ongoing success in niche marketing categories with backlinking and automated content distribution resulting in a 22% jump in website visits from social posts in the first quarter of the program.



## **Director of Online Marketing – Online & New Media Marketing Director**

BBDO Worldwide

Jul 2006 - Jan 2014

Drove client brand reputation through Paid Search, SEO & New Media. Integrated offline and digital campaigns, marketing analytics and other related marketing channels and platforms. Build a highly effective marketing team guiding the evolution and growth of client brands.

- Launched online marketing media campaigns for clients and leveraged new media for direct to consumer as well as business to business campaigns, generating an 8:1 ROI for one client.
- Developed multiple marketing campaign strategies & tactical plans utilizing video and online engagement for lead generation and was able to illustrate double-digit sales gains for clients year-over-year. Utilized powerful video & other backlinking strategies to gain fast visibility for new products achieving a 21% boost in lead growth for over 6 clients in the first year of implementation.
- Managed strategic alliances to position the company as an industry expert, generating a high volume of valuable linkages and securing online partnerships to set a path to double leads within one year.

## **Earlier Marketing Experience**

Multiple

Jul 1990 - Jun 2006 (16 years)

EARLIER CAREER:

Online Marketing Director: YOUNG & RUBICAM ADVERTISING

Marketing Director: WINSTAR COMMUNICATIONS

Senior Marketing Manager: CHARTER BEHAVIORAL HEALTH SYSTEMS

Account Executive: TINSLEY ADVERTISING

## **Education**



### **University of Miami Herbert Business School**

MBA, Marketing

2001 - 2003

MBA - International business and digital marketing focus



### **University of Miami**

Bachelor of Science (BSc), Business/Corporate Communications

1986 - 1990

Communications & Advertising

## **Skills**

Online Marketing Strategy • Paid Search • E-commerce • Keyword Research • WordPress • Marketing Strategy • Advertising • SEO • Brand Development • Online Advertising • Web Marketing • Marketing Strategy • Marketing Management • Connected TV • Video marketing

## **Expert In Multiple Tools, Environments & Processes**

Google Ads	Ahrefs	Salesforce
Facebook Ads	SEMrush	Salesforce Marketing Cloud
Youtube Ads	Moz	Kissmetrics
Bing Ads	Spyfu	Html
Connected TV	Screaming Frog	CSS
Instagram Ads	Google Search Console	Schema Markup
TikTok Ads	HubSpot	NetBeans
Impact Affiliates	Bing Webmaster	JavaScript
Native Ads	Majestic	WordPress
Video Production	MS Power BI	Shopify
Video Editing	Google Analytics	AWS Cloud Services
Video Social	Google Tag Manager	Video SEO
Google Data Studio	Backlinking	Brand Management
Google Lighthouse	Video Backlinks	Leadership
Google Test My Site	Internal Linking Strategies	Marketing Management
Google Page Speed Insights	On-Page SEO	Social Media Management