

ERIK COCKS

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Professional Summary

Proven marketing leader with extensive experience growing revenue and leads by combining team leadership with hands-on execution across campaigns, creative, and conversion funnels.

Acknowledged for propelling a 313% year-over-year growth in lead generation through expert data-driven strategies. Possesses a unique dual expertise in crafting high-level marketing blueprints and executing the hands-on production work to bring them to life, including video production, ad creation, and conversion funnel development.

Adept at managing multi-million-dollar budgets to maximize ROI and lead acquisition in highly competitive markets including healthcare, insurance, construction, security, B2C, B2B, tech, apps, e-commerce, and real estate.

Key Skills

Marketing Strategy & Analytics	Paid Media & Advertising	Content & Creative Production	Technical & Platform Proficiency
SEO	Google Ads	Video Production	Salesforce
Off-Page SEO	Facebook Ads	Video Editing	HubSpot
SEMrush	Instagram Ads	Email Marketing	Google Analytics
Google Data Studio	YouTube Ads	Adobe CC	Google Tag Manager
Power BI	Bing Ads	WordPress	Landing Pages
Ahrefs	Tik Tok Ads	Ecommerce	Shopify

Selected Achievements

- **Lead Generation Growth:** Engineered a data-driven online marketing strategy that propelled a 313% YoY growth in lead generation from Paid Search, TV, and SEO channels.
- **Sales & ROI Enhancement:** Led online promotions that resulted in a 41% increase in year-over-year sales, reduced lead acquisition costs by 11%, and managed budgets exceeding \$70 million to increase conversions by 40%.
- **Conversion Rate Optimization:** Optimized paid search strategies to achieve an average conversion rate uplift of over 35% and decrease cost per lead by 18%. Boosted client website traffic by 40% through targeted conversion rate optimization.
- **Video Marketing Impact:** Innovated storytelling through video marketing, generating a 20% rise in qualified leads for small businesses and achieving a 15% sales growth year-over-year for multiple clients.
- **Funnel Development:** Engineered an innovative follow-up funnel email marketing system with automation, boosting email open rates by 25% and click-through rates by 18%.
- **SEO Performance:** Directed SEO campaigns that resulted in a 67% increase in high-value links and secured top 5 keyword rankings valued at over \$460 million in lead flow.

Professional Experience

Marketing Director | Ampliar Advertising & Marketing | Miami Beach, FL

09/2022 - Present

- Led the development and execution of video content and online engagement strategies that contributed to a 15%+ growth in sales year-over-year for multiple clients.
- Innovated storytelling through video marketing on online and CTV, generating a 20% rise in qualified leads across diverse industries including legal, healthcare, and tech.
- Optimized paid search strategies with budgets from \$500 to \$50,000 monthly, achieving a conversion rate uplift of over 35% and enhancing overall ROI.

Marketing Director | Healthinsurance.com | Tampa, FL

04/2019 - 09/2022

- Managed multichannel paid search initiatives with monthly budgets exceeding \$7 million on Google Ads, Facebook, Instagram, YouTube, and Connected TV.
- Spearheaded advanced Salesforce and Marketing Cloud integrations to elevate campaign targeting precision and unlock real-time insights.
- Developed a complete online marketing strategy resulting in 313% YoY lead acquisition growth from Paid Search, TV, and SEO.

Director of Marketing | Arthur Rutenberg Luxury Homes | Clearwater, FL

01/2014 - 04/2019

- Spearheaded the overhaul of the company website, Paid Search, and SEO initiatives, resulting in a 40% increase in online lead generation within the first year.
- Pioneered multi-state marketing efforts for over 40 franchise locations, implementing targeted local campaigns that contributed to a 15% uptick in regional customer engagement.
- Engineered an automated email marketing funnel system that boosted email open rates by 25% and click-through rates by 18%.

Senior Account Executive | BBDO Worldwide | Miami, FL

07/2006 - 01/2014

- Developed marketing campaign strategies using video and online engagement, achieving 20-25% sales gains for clients year-over-year.
- Led a high-performing team that designed innovative paid search, SEO, and new media campaigns, achieving an average ROI of 8:1 per campaign phase.

Previous Experience

2001 Senior Account Executive

Young & Rubicam Advertising

Orchestrated strategic campaign initiatives across diverse travel and sports sectors, resulting in a \$12 million revenue increase and expanding agency presence within the competitive New York advertising landscape.

1998 Marketing Director

Winstar Communications

Collaborated closely with sales teams to optimize lead quality, resulting in a \$100 million increase in regional market penetration within the first year of leadership.

- 1993 Senior Marketing Manager
Charter Behavioral Health
Developed and executed the organization's inaugural national advertising campaign with a \$20 million budget, boosting brand visibility across multiple markets and attracting a 25% rise in new patient inquiries within six months.
- 1990 Account Executive
Tinsley Advertising
Spearheaded management of 15+ high-value client accounts, cultivating strategic partnerships that drove a 30% increase in boosting repeat business and generated \$2M in new revenue within one year.

Education

Master of Business Administration (MBA), Marketing

University of Miami Herbert Business School

Focus: International Business and Digital Marketing

Bachelor of Science (BSc), Communications

University of Miami

Focus: Business/Corporate Communications, Advertising