SIENA BROWN

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PROFESSIONAL SUMMARY

Digital marketer combining strategy, creative, and customer insights to build campaigns that connect with audiences and drive growth. Experienced across CRM, paid and owned channels, content strategy, audience segmentation, and campaign optimization, with a focus on creating stronger customer experiences and measurable results.

PROFESSIONAL EXPERIENCE

TMJ Expert - Dr. Eddie Siman **January 2025 - Present**
Marketing Manager - Digital Marketing & CRM *Los Angeles, CA*

- Built and managed lifecycle nurture campaigns for new and unresponsive leads, contributing to **$900K+** in revenue through automated follow-up, audience segmentation, and behavior-based email/SMS.
- Achieved **10.3x ROAS** by turning $18.9K in Meta Ads spend into **~$194K** in revenue in six months.
- Reactivated dormant contacts through a targeted email/SMS campaign, generating **$120K+** in revenue.
- Generated ~**$140K** in revenue by implementing website updates, including website chat feature, to increase on-site conversions.

Media 43 **September 2024 - May 2025**
Social Media Intern *Los Angeles, CA, USA*

- Researched platform and cultural trends; translated insights into content angles and performance ideas to support campaign planning.
- Supported reporting and performance tracking; summarized learnings into next-step recommendations for creative testing.

Oral Medicine and Pathology Center **April 2022 - April 2025**
Office Manager / Marketing Coordinator *Los Angeles, CA, USA*

- Developed referral partnerships by conducting door-to-door outreach with 115 local dental and medical offices to introduce the practice and build long-term referral relationships.
- Assisted in community outreach by planning opening events and maintaining ongoing relationships with referring providers.

Imperial Seedlings **January 2020 - October 2020**
Content Creator *El Centro, CA, USA*

- Led SEO and multi-channel content distribution to increase brand visibility; owned content planning and execution.
- Produced end-to-end content in-house (filming, editing, copywriting) to deliver consistent, on-brand creative across channels.

EDUCATION

Santa Monica College
Associate's, Social and Behavioral Science

CERTIFICATIONS

- Content Marketing Principles for Business - Semrush Academy
- Email Marketing - HubSpot

SKILLS

Skills: Prioritization, Project Management, Asana, Marketing Operations, Lifecycle Marketing, Lifecycle & Retention Strategy, Data Analysis, CRM, GoHighLevel, Behavioral Segmentation, Personalization, Campaign Support, Branding/Brand Strategy, Community Nurture, Subscription Retention, Creative Testing, Performance Reporting, Lead Recovery, Website Optimization, Landing Page Optimization, Paid Social, Meta Ads Manager, Google Analytics, A/B Testing, Customer Engagement & Value Growth, Audience Targeting, Customer Journey Mapping, Product & Marketing Alignment, Editing, Copywriting, Troubleshooting, Salesforce, Marketing automation, Digital Marketing, Campaign Management, Digital Content, Account Management, Communications, Quality Assurance (QA), Adobe Creative Suite, Video Editing, Reporting, Campaign Performance, Communication Skills