

ELI OROFINO

Digital Marketing Manager · Paid Media, Email, Web & Analytics

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PROFESSIONAL SUMMARY

Digital marketing leader with 8+ years running paid media, email, web, and analytics for consumer brands. At Upper Deck, grew paid-media revenue 45% to \$18.6M while cutting spend 15%, built the company's first always-on email program, and lead a two-person team supporting Sports, Entertainment, and Games. Pairs creative campaign instincts with disciplined measurement, turning GA4 and platform data into executive-ready decisions.

EXPERIENCE

DIGITAL MARKETING MANAGER

05/2025 – Present

Upper Deck · Carlsbad, CA

- **Paid media growth:** Lead paid strategy across Meta, Google (PMax), Reddit, X, Twitch, and CTV with agency partner Acart. In first full year, grew paid-media revenue 45% YoY (\$12.8M to \$18.6M) while reducing spend 15% (\$927K to \$788K), lifting ROAS from 13.8x to 23.5x.
- **Efficiency at scale:** Expanded campaign volume 51% (144 to 217) on a smaller budget; doubled CTR (0.58% to 1.18%) and cut CPC and CPA 34% each (CPA \$4.48 to \$2.94).
- **e-Pack & always-on:** Grew e-Pack campaigns 78% (36 to 64), generating \$16.9M at 105x ROAS; built the case for moving e-Pack and retail from per-release to always-on campaigns to compound audience learnings and budget efficiency.
- **Email & CRM:** Built Upper Deck's first always-on email program (segmentation, automation logic, testing roadmap, 12-month content calendar across three business units) and scoped a Salesforce Marketing Cloud preference center for upperdeck.com.
- **Web strategy & content:** Own upperdeck.com (WordPress) strategy and content, launching campaign hubs and landing pages for the NHL season start (CTV + paid social), NHL Draft, Upper Deck Curated™, WSL Surf Dated Moments, and the Evolution x Chipotle digital pack promo.
- **Analytics & compliance:** Deliver weekly executive paid-media reporting by business unit; leading GA4 analytics-audit vendor selection and an FY27 SEO/AI-search strategy; ran ADA and GDPR/consent reviews across 8 brand sites and resolved GTM/GA4 tag-firing issues on the Magento store.
- **Strategy & planning:** Authored FY26 goals and the FY27 budget proposal (including a new Games line for Rush of Ikor and Neopets), a Shopify Plus e-commerce consolidation proposal for leadership, and NHL team partnership analyses across 8 markets.
- **Team leadership:** Manage two direct reports (email and web), setting goals and growth plans; wrote the digital marketing guiding principles (mission and pillars) and adapted them for the Sports marketing team.

MARKETING MANAGER

06/2023 – 04/2025

Pocketnest · Detroit, MI (Remote)

- Increased leads and conversions 250% within six months by managing paid social campaigns and programs end to end.
- Drove a 50% lift in organic search rankings and a 50% increase in website conversions through keyword research, on-page optimization, and link building.
- Built brand messaging, collateral, customer events, and go-to-market plans for product commercialization.
- Grew user communities and built custom dashboards to track weekly performance.

PAID SOCIAL CONSULTANT

12/2021 – 04/2025

RoVan Media

- Planned and ran paid social for clients across Facebook, Instagram, Twitter, YouTube, Pinterest, Reddit, and LinkedIn, averaging 350%+ ROI.
- Built content calendars and launched print and out-of-home campaigns; ran LinkedIn B2B campaigns that expanded the client portfolio.

MARKETING MANAGER / PROJECT MANAGER

05/2022 – 02/2023

MARKETING SPECIALIST

08/2021 – 05/2022

RYVYL Inc. · San Diego, CA

- Launched and marketed a P2P stablecoin platform from inception to market across B2B and B2C audiences; grew communities on Discord and Twitter.
- Ran the marketing project pipeline and stakeholder timelines; implemented project-management software and processes for all internal teams.
- Managed internal and external communications for the parent brand and 5 subsidiaries, including investor and public relations.

ACCOUNT EXECUTIVE

04/2019 – 08/2021

Kenas Home – A Li & Fung Company

- Grew upholstery revenue from under \$1M to over \$3M in two years, including 20% sales growth in 2020.
- Managed high-profile accounts and coordinated with overseas teams in Vietnam, Romania, Malaysia, Indonesia, and the Netherlands.

PAID SOCIAL MEDIA MARKETING SPECIALIST

02/2018 – 03/2019

Petco

- Directed paid and organic social across Facebook, Twitter, Instagram, and Pinterest; designed campaigns for 12+ nutrition brands.
- Grew marketing budgets for 12 private-label nutrition brands by at least 15% YoY.

SKILLS & TOOLS

Paid Media: Meta Ads, Google Ads (PMax, Search, Display), Reddit, X, Twitch, CTV, YouTube, LinkedIn, Pinterest; budget management, A/B testing, agency management

Analytics: GA4, Google Tag Manager, BrightEdge, Excel; KPI/ROAS reporting, attribution, market research and survey design

Email & CRM: Salesforce Marketing Cloud, HubSpot; segmentation, automation, lifecycle and database growth

Web & Content: WordPress, Magento 2, SEO/AI search, landing pages, ADA and GDPR/consent compliance, copywriting, Adobe Creative Suite

EDUCATION

University of San Diego

06/2018

B.S. Business Administration, Marketing