

# Paul Cesari

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## **EMPLOYMENT**

**Expedia Group**, Seattle, WA

August 2022- Present

*Growth Marketing Manager – Strategic Partnerships*

- Supported B2B teams by managing full-funnel marketing strategies for Expedia powered partner sites including a large financial institution and major retailer.
- Developed an incremental measurement framework to properly report upon the impact of our campaigns which has since been implemented across the broader team.
- Built the go-to-market strategy to support a new travel partner including a campaign that resulted in a nearly 500% increase in revenue and a lasting lift to the overall site.

**Flyhomes**, Seattle, WA

July 2021- July 2022

*Growth Marketing Manager – Paid Search & Display*

- Grew lead volume 615% YoY while maintaining a flat cost per lead by overhauling the Google Ads program with updated customer segmentation, testing new bidding strategies, improved geo targeting & analyzing keyword performance and optimizing towards efficient terms.
- Expanded marketing program to new channels including allowing for implementation of a full-funnel customer acquisition strategy.
- Utilized historical customer data to develop a tROAS bidding strategy that targeted high quality leads to improve our targeting and generate incremental revenue.
- Collaborated with creative team, product, and analytics to execute impactful A/B testing.

**Walmart**, Hoboken, NJ

July 2020- June 2021

*Marketing Manager – Strategic Digital Media*

- Aided in the planning and execution of numerous growth marketing campaigns across the brand including W+, Camp by Walmart, Walmart Connect and Walmart Health Centers.
- Managed numerous campaigns across various platforms spanning paid search, paid social (Facebook, Pinterest, TikTok, etc.), and display (GDN, Verizon, etc.) to achieve various KPIs including CAC, app downloads, incrementality, omni-ROAS, SOV, A/B testing and profitability.
- Worked with marketing leadership to design the framework of the strategic paid media team as well as develop the long-term roadmap of the team.
- Ran vendor-funded campaigns, collaborated with clients to align on marketing strategies, and provided clear and insightful reporting to outside partners through Walmart Connect.

June 2018 - July 2020

*Associate Marketing Manager – Search Engine Marketing*

- Ran the largest digital marketing vehicle for the Home division of Walmart through daily optimizations, A/B testing, and organizing data to inform retail decisions.
- Worked with data science and product teams to create new testing frameworks, cross-channel strategies, and improve the interface of a cutting edge in-house SEM bidding algo.
- Utilized Paid Search to achieve revenue, profit, and incrementality KPIs as well as helping to grow the LTV and CRM capabilities within the channel.

## **EDUCATION**

**Pace University, Lubin School of Business**, Bachelor of Business: Advertising & Marketing

## **RELEVANT SKILLS**

- Growth Marketing Channels, *Expert* – Paid Search, Paid Social, Display, & CTV
- Data Analytics Tools, *Intermediate* – Adobe Omniture, Excel, Google Analytics & Data Studio