

Wesley Picotte

503-317-4617
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Paid Media Strategist

University of Colorado
B.A. – English
Concentration – EPO Biology
Google Ads Search Professional
Google Analytics Certified
Foundations, Demand
Generation, SiriusDecisions

Accounts of Note

AmaWaterways
Anthem Blue Cross
Columbia Sportswear
Kindercare
OpenText
Wells Fargo

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Central to Wesley's impact is his curiosity, attention to detail, and relentless focus on testing. He has a great mastery of digital marketing, and knows how to drive customer acquisition programs to reach ambitious goals.

- Ami Martin
Marketing Director
Lammes Candies

Hello. I make paid digital optimized & scalable.

With years of experience spanning paid media strategy and management, web analytics, and client management, I help teams bridge the gap between sub-par and high-growth marketing programs.

I have built and managed high-growth programs for agency and corporate clients, applying meticulous detail and data-informed management processes to deliver on objectives. I approach my work with a testing mindset to continually conceive of, execute, and analyze opportunities for scale.

My expertise lies in planning, structuring and managing high-growth media & marketing programs, driving constant improvement across every area of a digital presence that affects outcomes, and fostering cross-functional collaboration to deliver high-impact gain with a strong return on investment.

SKILLS AND EXPERTISE

- Driving multi-channel demand generation programs to targeted goals (ROAS, CPL, CAC)
- Integration of consumer & business insights to refine targeting & measurement used in media and marketing programs
- Cross-functional collaboration
- Hands-on digital marketing strategy & management, including PPC, paid social, programmatic, display, retargeting, content marketing & SEO
- Data-driven CRO via detailed measurement, custom dashboards & tools
- Experience with e-commerce & lead generation for B2C and B2B brands
- Fluent expertise with Google Ads, Bing Ads, Google Ad Manager, Facebook Ads Manager, LinkedIn Ads, DSPs, ad exchanges, SEMRush
- Strong proficiency in analytics tools such as Google Analytics, CRO software, Google Tag Manager, and Looker Studio

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Experience

PAID MEDIA STRATEGY & MANAGEMENT | ARTISAN CONCEPTS

2015 – Present

Providing paid media strategy and management, SEO research and implementation, and web analytics requirements to agencies and companies seeking improved outcomes in ecommerce and lead generation programs.

KEY RESPONSIBILITIES AND ACHIEVEMENTS

- Lead paid media initiatives for both agencies and corporate organizations
- Responsible for full media lifecycle: Overall strategy, campaign structure, budgeting, measurement, reporting, CRO
- Develop custom audiences leveraging first and third-party data to enable message and channel exploration and optimization
- Develop measurement frameworks to enable granular management and definite reporting
- Leverage data to guide stakeholders and cross-functional team regarding channel opportunities, media mix, incentives and general management
- Provide line of sight into media performance across organizational teams
- Improved Lammes ROAS by 300%
- Improved AmaWaterways YoY CPA by 20% & 2Y CPA by 36%
- Improved Rustic Pathways YoY CPA by 33%
- Improved YMT CPA by 71%

ACCOUNT DIRECTOR | BABCOCK & JENKINS

2013 – 2015

Applied integrated marketing experience to drive strategy and programs for a fast-paced demand generation agency. Clients: Adobe, Imation, OpenText, Hyland

KEY RESPONSIBILITIES AND ACHIEVEMENTS

- Engage and connect with clients to build trust and drive outcomes.

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Wesley is an account director who really gets it and is willing to have the tough conversations if the end result will be a better product. If you have a chance to work with him, take it.

- Jos Vaught
Product Strategy, UX
& Interaction Design
Consultant

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- Oversee and manage cross-functional teams through deeply complex, extended projects and timelines
- Led development of multi-channel, internationalized demand gen program that significantly reduced cost and complexity of multi-touch nurture
- Conducted primary research activities to inform buyer personas
- Researched, analyzed and produced SEO technical site audits

DIRECTOR, MEDIA SERVICES | WHITE HORSE

2009 – 2013

Created a full service media offering. Set strategy for and managed paid media and SEO for KinderCare, Anthem BlueCross, Wells Fargo and others.

- Devised and positioned the White Horse Media Services solution and directly contributed to the acquisition of key accounts that include Anthem BlueCross, Wells Fargo and others
- Constructed a full service planning, management and measurement solution; assessed/selected research, management, and analytics solutions; defined methodologies for all aspects of the marketing program management process; hired and managed team of planners and campaign managers
- Devised and led development of proprietary tools to centralize content, budget, and campaign asset management, strengthening the service area's value proposition and increasing process efficiency

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Wesley is a shrewd, skillful and inspired strategist with an impressive array of expertise in digital marketing and media. He provides clients with valuable insights and counsel and helps to guide them to measurable success time and again.

- Pati Goodall
Director of Operations
Right On

THANK YOU