

Sofia Brennan

Digital Marketing Manager

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Summary

Digital marketing manager with seven years in consumer e-commerce, running paid search, paid social and email on a \$1.8M annual budget. Grew online revenue 34% in two years while cutting cost per acquisition from \$41 to \$29.

Skills

TECHNICAL SKILLS:

Google Ads

Meta Ads Manager

GA4

Klaviyo

Shopify

A/B testing

SEO

Looker Studio

Work Experience

Digital Marketing Manager

Northloom Home Goods | 04/2022 – present

- Own a \$1.8M paid media budget across Google Ads, Meta and Pinterest; return on ad spend rose from 3.1 to 4.4.
- Rebuilt email into 9 automated Klaviyo flows; email's share of online revenue grew from 14% to 23%.
- Cut cost per acquisition from \$41 to \$29 in 18 months by shifting budget weekly on GA4 and Shopify data.
- Lead a content designer and a paid media specialist, and manage two outside agencies.

Marketing Specialist

Tallgrass Outdoor Co. | 01/2019 – 03/2022

- Launched the brand's first Google Shopping campaigns, reaching a 5.2 return on ad spend in the first quarter.
- Planned and wrote 400+ social posts a year; Instagram followers grew from 18K to 61K without paid promotion.

Education

Bachelor of Science in Marketing

University of Minnesota | 09/2014 – 05/2018

Certificates & Courses

Google Ads Search Certification

Google · March 2026

Google Analytics Certification

Google · February 2026