

# PRIYA ACHTERBERG

Digital Marketing

Digital marketer with six years building paid and organic programs for DTC and SaaS brands. Run cross-channel campaigns across Google Ads, Meta, and lifecycle email, with hands-on experience in GA4, Looker Studio, and attribution modeling.

## PROFESSIONAL EXPERIENCE

- **Digital Marketing Manager, Northtrail Outfitters, Raleigh, NC | 2022 to Present**  
2022 – Present
  - Own paid social and search budget of \$1.4M/yr across Meta, TikTok, and Google; rebuilt account structure and lifted blended ROAS from 2.1 to 3.4.
  - Launched a creative testing framework with the in-house studio, shipping 8-12 new ad variants weekly and rotating fatigued assets within a two-week window.
  - Partnered with lifecycle team on a post-purchase flow that grew repeat purchase rate by roughly a third in the first two quarters.
  - Built weekly Looker Studio dashboard pulling GA4, Shopify, and Klaviyo data so the leadership team stopped asking for ad-hoc pulls.
  - Manage two coordinators and a part-time copywriter; both coordinators promoted to specialist roles in 2023.
- **Digital Marketing Specialist, Brightledge Software, Raleigh, NC | 2019 to 2022**  
2019 – 2022
  - Ran search and display programs for a B2B SaaS suite; cut cost per MQL from \$214 to about \$150 across two product lines.
  - Wrote and produced landing pages in Unbounce, A/B testing headlines and form length on the top five paid landing pages.
  - Built a Marketo-Salesforce attribution view that surfaced which campaigns drove pipeline vs. top-of-funnel traffic.
  - Owned the company blog editorial calendar, working with three SMEs to ship two long-form posts per week.

## CONTACT INFORMATION

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## EDUCATION

B.A. Communication, North Carolina State University, 2019

Google Ads Search and Measurement Certified, 2023

Meta Blueprint Certified Media Buying Professional, 2022

## KEY SKILLS

- Google Ads, Meta Ads Manager, TikTok Ads
- GA4, Looker Studio, Mixpanel
- Klaviyo, Marketo, HubSpot
- SEO (Ahrefs, Screaming Frog)
- Shopify, Unbounce, Webflow
- SQL (basic), Excel/Sheets modeling
- Creative briefing and ad copywriting
- Budget pacing and ROAS forecasting