ANTHONY R. LAZARE, MBA

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STRATEGIC MARKETING & DIGITAL TRANSFORMATION LEADER

Bridging Technology, Marketing & Customer Experience to Accelerate Business Growth

Accomplished leader with extensive experience in digital transformation, marketing strategy, IT leadership, product management. Proven success in leading enterprise-wide digital transformation, website modernization, e-commerce optimization, customer journey redesign, and scalable marketing technology initiatives. Track record of driving enterprise growth through integrated digital strategy, customer acquisition, marketing technology, and customer experience optimization. Skilled in building high-performing teams, modernizing digital platforms, improving conversion performance, and translating customer insights into measurable business results. Well-versed in conversion rate optimization (CRO), search engine optimization (SEO), marketing automation, performance analytics, UX/UI strategy, and data-driven decision-making.

KEY SKILLS

• Digital Marketing Strategy & Leadership	• Conversion Rate Optimization (CRO)	• AI-enabled Conversion
• Customer Journey Optimization	• Search Engine Optimization (SEO) & AEO	• Digital Customer Experience
• A/B Testing & Experimentation	• E-commerce Optimization	• Product Management
• UX/UI Strategy & Experience Design	• Strategic Planning & Analysis	• Martech Management

Technical Proficiencies: *GA4, Instapage, WordPress, Sitecore, Salesforce Marketing Cloud, Segment, PowerBI, VWO & Wingify, Jira, Confluence, Figma*

PROFESSIONAL EXPERIENCE

COLLEGE HUNKS HAULING JUNK & MOVING | Tampa, FL (Remote) **Feb 2025 – Present**

Director, Digital Optimization

Oversee marketing automation, Conversion Rate Optimization (CRO), and Search Engine Optimization (SEO) across 150 franchise locations within the moving and junk removal industry.

KEY ACCOMPLISHMENTS

- Improved customer experience, conversion, and operational efficiency by leading the digital optimization strategy across customer-facing platforms, websites, and digital sales channels.
- Reduced digital campaign acquisition costs through testing, channel optimization, and improved audience targeting.
- Drove organic traffic growth through SEO and AI Optimization (AIO) content strategies, site architecture improvements, and ongoing search optimization to strengthen organic visibility and search performance.

IDEAL IMAGE | Tampa, FL (Remote) **Nov 2022 – Feb 2025**

Senior Director, Digital Strategy

Directed revenue-generating online marketing programs spanning inbound lead management, web platforms, and e-commerce operations serving more than 170 clinics across the country. Strengthened customer engagement, technical infrastructure, SEO performance, and User Experience (UX) by leading corporate website redevelopment. Conducted customer behavior analysis, restructured the funnel, and transformed marketing processes to improve online retail performance. Delivered personalized aesthetics and wellness services in partnership with a premier brand to ensure exceptional client experiences.

KEY ACCOMPLISHMENTS

- Accelerated paid media Return on Investment (ROI) and lead acquisition by launching Instapage-powered landing pages.
- Increased media efficiency and booking conversion rates by developing a Conversion Rate Optimization (CRO) framework through systematic A/B testing.
- Reduced Customer Acquisition Cost (CPA), improved revenue growth, optimized appointment scheduling, and expanded marketing technology.

- Improved customer conversion and simplified booking journeys through successful implementation of integrated booking and treatment scheduling capabilities.

PLEXUS WORLDWIDE | Scottsdale, AZ **Apr 2021 – Nov 2022**

Director, Digital Marketing, Nov 2021 – Nov 2022

Directed cross-functional teams across performance marketing, content management, analytics, SEO, and UI/UX. Utilized data analytics and customer feedback to enhance the enrollment journey. Actively participated in Trust Council activities, mentorship initiatives, and intern development programs.

KEY ACCOMPLISHMENTS

- Streamlined departmental workflows through successful launch of Jira Scrum boards.
- Restructured departmental operations by facilitating five employee raises and establishing new roles.
- Enhanced e-commerce results through customer-centric funnel improvements and agile digital process transformation.

Principal Product Owner, Apr 2021 – Nov 2021

Managed 14 offshore development and quality assurance professionals within two Scrum teams to oversee delivery of strategic initiatives. Achieved enhancements in the compensation plan, back-office systems, ambassador registration, and reporting.

KEY ACCOMPLISHMENTS

- Improved development team alignment by establishing clear product requirements, user stories, and acceptance criteria.
- Enhanced sprint readiness and delivery efficiency by streamlining backlog management and prioritization processes.

SPARKLIGHT (FORMERLY CABLE ONE) | Phoenix, AZ **2017 – 2020**

Director of Digital Strategy

Spearheaded development and execution of comprehensive digital transformation strategies. Championed the implementation of digital ordering and self-service upgrade solutions. Developed and implemented a forward-looking digital transformation roadmap to prioritize user experience through cross-functional collaboration with customer operations, sales, marketing, and IT. Presented performance insights to executive management to ensure digital initiatives remained aligned with revenue targets.

KEY ACCOMPLISHMENTS

- Launched a new digital platform within four months and led the rebranding of Cable One's digital presence to Sparklight.
- Increased online sales contribution from 14% to 20% of total revenue through strategic digital expansion initiatives.
- Generated 30% of all upgrades in 2019 through the implementation of automated customer-service solutions.
- Established a new performance benchmark by elevating digital revenue from 14% to 20% of total organizational sales.

Additional Experience *as a Director of IT Engineering — Platforms, Cloud, and API Transformation at Sparklight (Cable One).*

EDUCATION

Master of Business Administration (Executive) in International Business | Arizona State University | Tempe, AZ

Bachelor of Science in Management Information Systems | Kaplan University | Fort Lauderdale, FL

CERTIFICATIONS

Executive Certificate in Leadership | University of Notre Dame

Leadership Development Program Certificate | Center for Creative Leadership

ITIL Certificate | Institute

Lean IT Foundations & Lean IT Leadership Certificate | Institute