

Jeff Revilla

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Digital Marketing Director | Marketing Operations

I am a skilled digital marketing professional with expertise in SEO, social media advertising, web analytics, lead generation, and content management. I have successfully led teams in designing marketing campaigns, creating social media content, generating leads, creating landing pages, and optimizing the user experience. I am passionate about creating engaging content and have generated over 40,000,000 organic views on YouTube, Facebook and TikTok. I have a strong ability to identify market trends and devise profitable plans. As Digital Marketing Director at Smail Auto Group, I have led video content production, hosted a Virtual Auto Show, increased brand awareness through social media and content management, and implemented processes for gathering customer feedback. I have also reduced expenses through vendor accountability and have a proven track record in the automotive industry.

- Marketing Campaign Creation
- Content Management
- Strategic Planning & Analysis
- Communication
- Social Media Marketing
- Feedback Assessment
- Online Marketing
- Project Management
- Video Creation
- Business Development
- Developing Team's Skills
- Complex Problem Solving

PROFESSIONAL EXPERIENCE

SMAIL AUTO GROUP, Greensburg, PA

Oct. 2010 – Present

Digital Marketing Director

- Built internal processes to reduce over \$1,000,000 annually in expenses and advertising
- Manage \$2.4MM annually in digital advertising, 3rd party listings and various other vendors
- Deployed a single CDP across 16 websites to track cross domain shoppers and launch targeted used car campaigns
- Directly communicate strategies to over a dozen vendors and deploy strategies with an in-house team of 9
- Host a Virtual Auto Show to showcase new vehicles and reach an audience of over 75,000 viewers
- Develop and launch Google Ads, social media and video campaigns for 10 franchises and 6 service centers
- Design, implement, and launch a process for gathering customer feedback from every sales and service interaction

JVH MEDIA GROUP, Sewickley, PA

March 2010 – Oct. 2010

Director of Internet Marketing

- Increase unique visitor traffic by 178% (from 11,000 to 30,000 per month) in a five-month span
- Design and implement email marketing campaigns that outperform industry averages
- Implement banner advertisements on websites and collect data on impressions and click-through rates
- Create informative reports for Sales and Editorial departments
- Produce and edit videos for video marketing campaigns that document company-wide projects
- Collaborate with programming and design teams to launch an e-commerce platform
- Reduce bounce rates from 80% to 35% by implementing strategies to keep users on site longer

BLANK SKATE SUPPLY COMPANY, Natrona Heights, PA

July 2001 – April 2008

Owner

- Develop and direct a full e-commerce company with over 3,500 products
- Achieve first year annual sales of \$30,000 and increase to \$350,000
- Develop marketing programs that include video, blogging, social networking, and direct mail

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EDUCATION & CREDENTIALS

Bachelor of Science in Business Management
Minor in Marketing
Point Park University, Pittsburgh, PA

AWARDS

3 Dealerships Listed on Reputation.com 800 Club - 2022
Reputation.com Top 100 Dealership - Small Mazda, 2021
Reputation.com Top 100 Dealership - Small Honda, 2019, 2020, 2021
Reputation.com Top 100 Dealership - Small Acura, 2019
Top 1% - Acura and Honda Digital Evaluations, Jan. 2017 - September 2018

CERTIFICATIONS

Google Analytics Individual Qualification (GAIQ), February 2021, Completion ID: 71762920
Google Ads Search Certification, February 2021, Completion ID: 71765132
Google My Business Basics, June 2018, Completion ID: 14514814

VOLUNTEER WORK

Feherty's Troops First Foundation, Day of Event Coordinator for Pittsburgh
Help to raise money and awareness for our wounded veterans
November 2013 - November 2019

Get Hired, Pittsburgh AMA
Volunteered as a panelist to help others get started in the field marketing
March 2018

EVENTS AND PODCASTING

Stuff I Never Knew Trivia Game Show Podcast
I host a family friendly, weekly trivia game show podcast with over 120 episodes
Now airing on the Armstrong Neighborhood Channel
2015-2022

International Podcast Day
12 hour live stream with over 20 podcasters
September 2022

Indie Pods United, Volunteer/Host, Stream Sponsor
5 day event to showcase independent content creators
October 2020
December 2021
March 2022