

# AMBERLYTICS

## SUCCESS STORIES

And Other Fun Stuff



### Hi, I'm Amber.

I'm a Fractional CMO with 17 years of experience in the online marketing space. I strongly believe Digital Marketing is a bold, disruptive, very independent space built for rebels and artists. I love using the techniques big brands use to establish placement and succeed for my clients.

Why should the Cokes of the world be the only ones who get to play? In this era of marketing and commerce, both small and big brands alike have their say.

### I'm A Fractional CMO and Leader.

I fit in where you need me most. I can join a team and build a business from the ground up, including marketing strategy, hiring and managing a team and a budget, or I can fill in for your current CMO or Director of Marketing.

I work with companies like yours to solve specific problems, like a lack of ROAS or ROI, personnel changes, advertising strategies that aren't working, failure to tie marketing budget back to revenue or I go to work for companies looking for fresh, new ideas.

#### CONTACT ME!



512-296-5065



hello@amberlytics.com



in/amberturrillgomez

# AMBERLYTICS

## I'm a Digital Anthropologist.

I have field-ready, professional training in data analytics and statistical data gathering, and most of all, I spend a lot of time studying people.

Marketing is, at its core, about people. What are they looking for, what problems do they want to solve and where can we get in front of them in a cost-efficient, ethical way?

Because I apply the logic of data science to what I do, all our marketing efforts will always be data-informed.

## I'm A Marketer.

I can actively work in every discipline I advise in for you, which means I can roll my sleeves up and get in there if a launch date is looming or we have a deadline and need something done.

I'm a master paid marketer with 15+ years of experience in Google Adwords and Bing. I also work with Facebook Ads, Google conversion tracking, and reporting/dashboarding.

## Who I Work With

Clients I work with traditionally own service-based businesses. Some verticals I've worked with and seen success are below, but I'd love to hear about your product!

- Cybersecurity
- SaaS
- Construction
- Transportation
- Fitness
- Automotive
- Health/Personal Services
- Marketing/Advertising Agencies
- Home Services
- IT/Tech
- Authors/Coaches
- Education



## EXPERTISE:

- Everything AI
- Paid Media
- SEO/Organic
- Social Media
- Content Marketing
- Leading Teams
- PR Strategy
- Marketing Automation
- KPI Tracking
- Dashboarding
- Analytics
- Strategy



## SPIDEROAK

I simply loved this place. There's no more logical way to start talking about a company that has such incredible employees and so much going for it.

SpiderOak is an industry-leading cybersecurity company that maintains secure collaboration and communication tools for terrestrial and space missions.

I was part of the SpiderOak team for four years, directing demand gen for the brand and taking up the charge on our B2C solution, CrossClave, a secure communications and collaboration tool for consumers and businesses alike.

I've stopped working with SpiderOak simply because the company is putting more energy into government contracts and longer-term contract cycles that don't require the same kind of demand-gen energy we've needed in the past.

Fortunately, the PR and relationship-building aspects of marketing we've implemented over the past four years will take the brand higher and higher! (To the stars - get it?)

### MY WORK:

- Fully built and managed lead flow funnels for B2C and B2B products
- Led, implemented and managed strategic digital initiatives for SpiderOak, including organic, paid media, and social marketing strategies for success.
- Took part in the company's most successful initiative to date - its PR and media blitz, which led to a wide stream of industry placement opportunities and relationship contacts
- Led and orchestrated major content creation push, which led to improved organic rankings



## MY WINS:

### INCREASED MRR

Increased monthly MRR through the creation of a simple welcome funnel

**125%**

### PAGE ONE

Achieved page one visibility on top stakeholder keyword set within just a few months.

**4**

### MORE DOWNLOADS

With a simple move of the “download” button on the software page to above the fold, achieved more downloads MoM.

**500%**

### INCREASED LIST

Increased mailing list by these valid, engaged users in first 30 days.

**10,000**

### TRADE SHOWS

Repositioned and revamped trade show swag display in a way that significantly impacted table leads, (including bringing in a significant government lead.)

### CALL ME OUT

Don't take my word for it - contact these people about my work.

#### ANDREW FRIEDRICH

VP of Marketing: (501) 247-4263

#### ADAM TERVORT

VP of Operations:  
adam@spideroak.com



## THE BLACK WEALTH SUMMIT™



Taking on projects that align with my personal goals and ethics is important to me. Cedric Nash is such an inspiring entrepreneur and content creator - he had me sold on his system of building wealth on our very first call.

Working with Cedric and his staff has been one of the greatest experiences of my career. I currently work with Cedric owning the strategic direction and implementation of paid ads across multiple business properties. So far, some of our most impactful work together has been with the Black Wealth Summit.

This Summit is a yearly event that puts the foremost Black wealth voices onstage at the Howard Theater in Washington, D.C. Last year, I worked with Cedric's team to sell out the event and to post and repurpose viral content that would reach an audience of enthusiastic entrepreneurs and wealth builders within driving distance of D.C.

To do this, we used custom retargeting, geofencing, and viral celebrity content tactics to sell tickets over an eight-week period in the Fall of 2024.

### MY WORK:

- Fully managed Facebook ad funnels for The Black Wealth Summit
- Split-tested and rotated different strategies across ad targets to ensure increases in booked tickets on a weekly basis
- Measured key clicks to booking site and retargeted to those interested through custom retargeting based on customer actions
- Advised and led strategy for using Cedric's previously posted viral content to leverage organic likes - thus, our clicks were cheaper for each engagement with our viral ads.

## THE BLACK WEALTH SUMMIT™



### MY WINS:

#### INCREASED CTR

Our click through rate, vs. industry average rate of 0.9% ([source](#))

**4.62%**

#### COST PER ACTION

Finding our “sweet spot” and scaling efforts, costs of clicks over to the booking site with booking intent.

**\$1.40**

#### CONVERSION ACTIONS

With a simple move of the “download” button on the software page to above the fold, achieved more downloads MoM.

**3,369**

#### SOLD OUT

300+ tickets, including VIP packages, were sold for this event - officially selling out (in the good way)

**300+**

#### NEW EYES

Total number of new views on Cedric’s books and products because of this campaign

**350K**

#### TOTAL REACHED

Almost 140,000 people in the DC/Baltimore traveling area reached

**140K**

#### CALL ME OUT

Don’t take my word for it - contact these people about my work.

**CEDRIC NASH  
c/o JEY PRICE:**

Email: [jprice@ocg-inc.com](mailto:jprice@ocg-inc.com)



ShakeWell was my home for almost six years. As their Digital Lead Strategist, I stepped in on projects large and small, offering strategic direction, team and resource management, and structured efforts around paid media, social media, and organic search.

During my six years at ShakeWell, I worked in verticals like:

- Major corporate travel brands (Aramark)
- Smaller, founder-led E-Commerce brands (The Gifted Root)
- Tech-first ComAg brands (Fluence)
- Transportation and grocery brands (McLane, Kinexo)
- Non-profits/charities (Pangea)

... and many, many other brands that required demand and lead gen strategy and leadership.

My tenure with Shakewell ended in 2024 when its founder, Michelle Patterson, moved on to take a role as VP of Marketing and Communications for McLane, one of the nation's most recognizable transpo and distribution brands. Michelle will forever be pivotal in my career as a founder who led with passion, knowledge and expertise.

## MY WORK:

- Managed and led organic strategy for large brands, including Aramark/Nation's Vacation
- Completed digital marketing strategies for major brands including Fluence, Aramark and Kinexo
- Created and managed ShakeWell's digital reporting and KPI dashboards/benchmarking SOPs
- Created niche, repeatable strategies and documentation for marketing audits, user flow mapping, content strategy and paid media/SEO strategy for clients across verticals.



## MY WINS:

### CHEAP LEADS

Leads as low as \$10 for \$10,000+ pool construction jobs in the Austin, Texas area.

**<\$10  
CONSTRUCTION  
LEADS**

### COVID CAN'T STOP US

Worked with Aramark team to develop a day trip paid media campaign for those in driving distance of national parks resulting in

**80%  
INCREASED  
BOOKINGS**

### WE BUILD TX ROADS

Created LinkedIn and Google Texas road construction career quiz strategy that resulted in targeted leads at less than \$3/lead

**1,400  
TARGETED  
LEADS**

### GATED CONTENT

Restricting content is usually never a good thing, but restricting key case studies with juicy info customers want?

**25% INCREASE  
IN DOWNLOADS**

### CALL ME OUT

Don't take my word for it - contact these people about my work.

#### MICHELLE PATTERSON:

Email:  
[michelle@shakewellcreative.com](mailto:michelle@shakewellcreative.com)





## the facebook PLAYBOOK



THE RECORDING ACADEMY®

It was my great honor to work with The Recording Academy to come up with a simple, effective methodology for managing City Chapter Page presence on social media and beyond.

The agency I partnered with on this project asked us to keep the design incredibly simple other than the cover and some embellishments, and to set up a training webinar for City Chapter leadership around implementing the new strategy.

Recording Academy City Chapter leadership includes some names you might be familiar with. Imagine how nervous you might feel to go into a webinar where you showcase your strategy and your product to dozens of musicians who changed the course of your life - yikes! But I did it, and The City Chapters of the Grammys are still using some of the tactics I came up with to this day.

After the webinar, I was available to City Chapter leadership to continue conversations about the project, how best to manage their pages and to provide resources as needed. I'm honored to have done this cool project.

[VIEW THE PLAYBOOK](#)

### MY WORK:

- Created a strategy for Grammys City Pages to manage their social and online presence
- Published this strategy into a very simple document (by request of the Academy)
- Presented this strategy and effective page management tips in a Grammys-hosted webinar for City Chapter Leadership
- The strategies outlined in this document are still being used today by chapter leaders to effectively manage their social and online presence.



## OTHER FUN STUFF

(AS PROMISED)

### I Love The Outlandish

A few years ago, I served as CMO for an adult brand that made devices for long-distance couples.

At the time, this type of technology was fairly new and it was difficult to build buzz. Because the concept was so out of pocket, I had trouble getting the product in any publication, so I went to my last resort.

I sent Perez Hilton a message saying, exactly, "Have you seen this product? This is crazy."

He published about our product - in a positive light - and the next day, we had 50,000 site visits and offers for publicity from Wired, Wired UK, Playboy, and the Sundance channel.

### I Am Your Brand's Biggest Fan.

Whether it's dropping a special regional-only artists' mixtape at a trade show, hitting up Perez Hilton or trying advertising strategies that the norm wouldn't touch, I am personally invested in your brand's success.

### More About Me:

#### EDUCATION:

University of Maryland, College Park  
MA in Ethnomusicology

Marshall University  
BA in Anthropology/Sociology and  
Classical Guitar

#### CERTIFICATIONS:

- Hubspot CRM
- Hubspot Reporting
- Google Ads
- Google Analytics
- Google Video/Media

#### OTHER STUFF I DO:

- Researcher and Ethnographer, Center for the Study of Ethnicity and Gender in Appalachia
- Volunteer, RAINN
- Volunteer, Austin VA Hospital
- Punk rock musician and guitar enthusiast