

Cameron Davis

Digital Marketing Professional

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EXPERIENCE

DailyPay, New York, NY — Digital Marketing Manager

Sep 2025 – Present

- Primary point of contact for the SEO agency, developing a dual-track strategy spanning traditional SEO and generative engine optimization (GEO) to improve visibility across search engines and LLM-driven discovery.
- Owned the end-to-end A/B testing program — evaluated and onboarded a new platform, built a prioritized roadmap, secured stakeholder alignment, and drove execution and reporting on results.
- Partnered with the web team to audit and refresh core landing pages, improving content relevance, page structure, and conversion performance.
- Led on-site optimization initiatives — conducting UX audits, refining page structure and CTAs, and running iterative A/B tests to improve engagement and drive measurable gains in conversion rate.

Octus (Formerly Reorg), New York, NY — Digital Marketing Manager

Jan 2024 – Aug 2025

- Led a six-month, cross-functional redesign of a 250+ page website for a brand launch, coordinating internal teams and two external agencies to deliver on time and within scope.
- Drove a 40% increase in web traffic and a 50% improvement in user engagement through a combined SEO and content strategy, optimizing site architecture and organic discovery alongside targeted paid support.
- Led website performance strategy across SEO, landing page optimization, and conversion rate improvements — translating data insights into iterative site improvements that directly impacted pipeline.

Octus (Formerly Reorg), New York, NY — Digital Marketing Specialist

Apr 2022 – Jan 2024

- Implemented GA4 and built 10+ Looker Studio dashboards to monitor website performance and deliver actionable insights to leadership.
- Developed a data-driven website strategy resulting in 10% YoY traffic growth and a 5% improvement in conversion rates.
- Owned the organic journey from discovery to demo submission — developing SEO content strategy, optimizing landing pages for intent-driven traffic, and aligning with sales to improve lead quality through the funnel.

GRUBBRR, Boca Raton, FL — Digital Marketing Specialist

Jun 2021 – Mar 2022

- Owned WordPress website maintenance and content publishing, refreshing landing pages and launching a blog program to drive organic traffic and support demand generation efforts.
- Built and ran A/B testing frameworks across landing pages, ad copy, and targeting to identify top-performing combinations.

EDUCATION

Florida State University, Tallahassee, FL — Bachelor of Science in Marketing

2017 – 2021

SKILLS

Analytics

Data-driven reporting · GA4 dashboards · Looker Studio · Conversion rate analysis

Website Performance

SEO · GEO (Generative Engine Optimization) · A/B Testing · CRO · Landing page strategy

Project Management & Ownership

End-to-end campaign ownership · Stakeholder alignment · Cross-functional collaboration · Agency management

Web Optimization & Testing

A/B Testing · Landing page optimization · CRO · UX audits · Organic growth · Funnel analysis

TOOLS

Web & SEO

Google Analytics 4 · Google Tag Manager · WordPress · VWO · Algolia

Analytics & Reporting

Looker Studio · GA4 Dashboards

CRM & Automation

Salesforce · Pardot · Hootsuite · Email Marketing

LANGUAGES

English

Native

Swedish

A1 — Actively developing