

MICHAEL L'HOMMEDIEU

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MARKETING DIRECTOR

Marketing leader with 15+ years of experience scaling SMB and Fortune 500 brands; driving growth across performance, lifecycle, product, and brand marketing. Proven track record of optimizing CRO, CAC, LTV, and increasing ROMI, with 8+ years of experience building high-impact teams that deliver exceptional results. Passionate about growing performance and brand marketing with proven success leveraging data to craft and optimize full-funnel strategies. A collaborative leader with deep knowledge across digital marketing, B2C & B2B verticals, and customer experience.

CORE COMPETENCIES

Marketing Strategy · Digital Advertising · Customer Acquisition · Lifecycle Marketing · Omnichannel Activation · Performance Marketing · CRO & A/B Testing · Brand Strategy · Content Development · Personalization · Cross-Functional Partnerships · Customer Journey Mapping · Budget Optimization · Team Building & Coaching · Marketing Analytics · Forecasting & KPI Management · P&L Ownership · Data-Driven Decision Making · MarTech Evaluation & Development · C-Suite Alignment

PROFESSIONAL EXPERIENCE

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| 06/22-05/25 | US Foods
<u>Director, Digital Marketing</u>
<i>Responsible for developing, implementing, and managing all digital marketing functions. Ensure a consistent online presence with strict adherence to brand guidelines. Manage teams, budgets, P&L, campaigns, and agencies to achieve annual goals and drive meaningful growth. Report on performance and provide recommendations for department enhancements.</i> <ul style="list-style-type: none">• Oversee \$10M+ performance and brand marketing budget across paid social, CTV, email/SMS, SEO, paid search, affiliate, and streaming - achieved 30x ROAS on revenue and 2.5x ROAS on margins.• Partnered with brand, creative, sales, and data science to build a cross-functional, agile marketing pod structure enabling rapid CRO experimentation and lifecycle funnel optimization - drove 150 bps incremental, statistically proven revenue growth.• Led website redesign with embedded personalization and improved conversion across lead generation and eCommerce funnel.• Built full-funnel campaign strategies in partnership with product and sales teams, improving lead quality and engagement.• Utilized BI tools, data models, and automated reporting to guide budget allocation, forecasting, and strategic decision-making.• Built, developed, and coached a high-performing digital marketing department consisting of a team of 12 managers and individual contributors, as well as digital agency partners.• In-house media buying and campaign execution to save \$500K/year while increasing output, capabilities, and synergies.• Led generative AI initiatives from ideation to proof-of-concept and execution to improve marketing operation effectiveness and efficiencies. | Rosemont, IL (Remote) |
| 06/21-06/22 | Meyer Corporation
<u>Director, Digital Marketing</u>
<i>Responsible for developing, implementing, and managing all digital marketing functions across all brands in the Meyer portfolio. Develop campaigns, content, and collateral that resonate with specific audiences. Test, measure, and report on performance – make recommendations for optimizations. Manage teams, agencies, and budgets to meet annual goals.</i> <ul style="list-style-type: none">• Scaled DTC eCommerce revenue by 59% YoY while improving CAC and LTV via full-funnel marketing campaign strategies.• Directed a team of 4 managers and individual contributors, as well as agency partnerships.• Partner with Brand and Creative teams to develop compelling, omnichannel messaging that drives both brand awareness and customer acquisition.• Directed launch of 3 eCommerce websites, resulting in +58% transactions and +22% conversion rates.• Built lifecycle campaigns that improved customer journey from acquisition to post-purchase, boosting repeat rate and AOV.• Negotiated strategic vendor relationships and increased budget by \$600K based on ROI performance. | Vallejo, CA (Remote) |

- 10/18-06/21** **Thermos L.L.C.** **Schaumburg, IL**
Digital Marketing Manager
Responsible for developing, implementing, and managing all digital marketing functions. Develop campaigns, content, and collateral that resonate with specific audiences. Test, measure, and report on performance – make recommendations for optimizations. Manage teams, agencies, and budgets to meet annual goals.
- Grew DTC eCommerce channel by over 59% YoY through integrated campaigns across paid, email, and social.
 - Owned end-to-end CRM strategy, designing email/SMS journeys, and improving performance KPIs.
 - Drove down acquisition costs and doubled ROAS by optimizing campaign structure and targeting across Google and Meta.
 - Partnered cross-functionally with product and design to improve customer experience and content execution.
 - Coached and developed both in-house talent and agency partners across paid media, email, content, SEO, web development, online marketplaces, and social media.
- 02/16-10/18** **Misumi USA** **Schaumburg, IL**
Digital Marketing Strategist
Built, analyzed, and optimized campaigns across paid media channels including paid search, paid social, and ABM. Managed SEO strategies and monitored organic performance. Developed content and collateral that resonated with target audiences. Built reports and dashboards to monitor performance.
- Launched the company's first performance marketing program, generating 316% lift in brand awareness and 14% growth in new customer accounts.
 - Led SEO, paid search, ABM, and email marketing efforts in collaboration with product and sales teams.
 - Drove testing and reporting initiatives using KPIs tied to funnel conversion and acquisition cost.
- 05/10-02/16** **Power Equipment Direct** **Bolingbrook, IL**
Search Marketing Analyst
Managed paid media accounts for 6 websites under the Power Equipment Direct umbrella. Responsible for managing bids, budgets, ad copy, and overall performance. Managed SEO strategies and monitored organic performance. Created content and maintained website updates. Built reports and dashboards to monitor performance.
- Managed paid media and SEO across six eCommerce properties, boosting ROAS by 20% and improving conversion rates through CRO tactics.
 - Created referral and loyalty programs to drive customer acquisition and retention.
 - Built reporting dashboards for campaign performance and provided insights to inform budget allocation and marketing mix decisions.

EDUCATION**MBA, University of California, Davis – 2022****BBA in Marketing, Western Illinois University – 2010**