

Paul Dua, MBA

Director, eCommerce & Performance Marketing

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SUMMARY

“Customer First” eCommerce and performance marketing leader with 15+ years driving B2B, B2C, and SaaS growth through digital transformation and data-centric insights. Proven record leading cross-functional teams to optimize demand generation, paid media, and omnichannel acquisition strategies that maximize ROI. Expert in data-driven marketing, marketing automation, and AI / LLMs to deliver scalable, personalized customer experiences. Trusted advisor to executive teams on digital transformation, AI adoption, and growth strategy.

CORE COMPETENCIES

- **Performance Marketing:** Paid Search / SEM, Programmatic, Paid Social, Affiliate, CRO, SEO, eCommerce Strategy
- **Demand Generation:** Demand Generation Strategy, Account-Based Marketing (ABM), ICP Targeting, Pipeline Acceleration, Lead-to-Cash Optimization, Revenue Growth Strategy, Pipeline Development
- **Data & Analytics:** Adobe Analytics, GA4, BI, Looker, ROAS/LTV/Margin modeling, Iterative Testing
- **Martech Leadership:** Salesforce, HubSpot, Pardot, MAP, CRM, Automation, AI/LLMs, GEO, Digital Transformation
- **Strategy & Leadership:** GTM Strategy, P&L Ownership, Cross-Functional Alignment, Customer Acquisition/Retention

PROFESSIONAL EXPERIENCE

DIRECTOR, DIGITAL MARKETING & DEMAND GENERATION

DTN, LLC. | Burnsville, MN | 2023 – 2025 | Position eliminated due to company-wide restructuring

- Reduced CAC over 55% for marketing-sourced pipeline in year one by rebuilding and optimizing the digital channel mix while reducing friction points across the marketing and sales funnels
- Increased pipeline velocity and revenue realization by streamlining the martech stack (CRM, MAP, BI), automating lead hand-offs, and dramatically reducing bottlenecks across lead-to-cash workflows
- Partnered with the C-Suite, Sales, Finance, and Product to align demand generation with revenue and profitability goals, enhancing pipeline visibility and positioning Marketing as a core enterprise growth driver

SENIOR MANAGER, DIGITAL MARKETING & STRATEGY

MSC Industrial Supply Co. | Melville, NY | 2016 – 2023

- Drove 17-20% YoY eCommerce revenue growth for 7 consecutive years on an eight figure annual media budget by leading full-funnel demand generation strategy & performance marketing across search, shopping, paid social, and affiliate
- Delivered 15% organic traffic growth and 9% conversion lift across thousands of ecommerce pages by leveraging AI/LLMs and product data to scale SEO content efficiently
- Unlocked \$10M+ in incremental high-margin revenue annually by transforming supplier-funded programs into a scalable cooperative marketing model aligned with product-led growth goals
- Shaped enterprise digital strategy by partnering with Finance, Sales, and Category leaders on growth and profitability goals, delivering sustained improvements to the digital P&L

EARLIER CAREER

SENIOR MANAGER, DIGITAL MARKETING & STRATEGY

Cablevision | Bethpage, NY | 2013 – 2016

- Directed a \$30M digital media P&L for B2B & B2C acquisition and retention, driving profitable growth.
- Cut programmatic CPO 56% and reduced B2B and B2C CAC 23% YoY through dynamic content optimization programs, channel-mix modeling, and vendor negotiations.
- Built Cablevision's first in-house affiliate program, generating seven-figure annual revenue in year one.

SENIOR MANAGER, DIGITAL MARKETING & DEMAND GENERATION

Nature's Bounty | Smithtown, NY | 2011 – 2013

- Outperformed first-year revenue goals by 70% through new direct-response websites and optimized paid media
- Boosted retention 35% and upsell revenue 115% with a branded digital fitness community driving personalized cross-sell paths

VICE PRESIDENT, DIGITAL MARKETING & EVENTS

Full Motion Interactive | Plainview, NY | 2009 – 2011

- Exceeded national sales targets by 22-25% with integrated digital campaigns and event activations
- Captured 30% tri-state market share through 50+ retail distribution partnerships and new marketing channels

EDUCATION & CERTIFICATIONS

MBA, Marketing & Strategy — Adelphi University, Garden City, NY

PROSCI Change Management Certification

Google Analytics Certification

Google Ads Certification