

Leighton R. Belmont

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Bio: Seasoned SEM/PPC marketer driving performance and growth across CPG, retail, e-commerce, home services, and healthcare industries. Expertise in managing seven-figure monthly ad spend and leading high-performing teams to exceed KPIs aligning with client business objectives.

Work Experience

Noble House Media Group

Darien, CT

Director of Paid Search

Aug 2023 - Present

- Oversee the management of 90+ active accounts with seven-figures in monthly ad spend. facilitating marketing initiatives across all Google and Microsoft advertising products in addition to geofencing and programmatic ad buying. Leading a six-person search engine marketing management and production team including two direct reports.
- Experience advertising a multitude of industries including healthcare, home services & construction, professional services, consumer packaged goods, finance, retail and eCommerce.
 - Amplified a CPG client's Google Ads-sourced revenue +1,250% in 18 months while maintaining an average 310% return on ad spend.
 - Yielded \$12MM+ in revenue from PPC-sourced leads for a home services contractor in FY2023, allowing for the expansion into a neighboring state through localized branded ad campaigns and strategic bidding.
- Meet with clientele on a monthly cadence to report on performance of campaigns and discuss adjustment of marketing initiatives aligning with business objectives.
- Increased operational efficiency 40% through implementation of generative AI and purpose-tuned large language models to streamline production of creative assets, distill reporting data, and increase efficacy and speed of PPC account maintenance and budget allocation.

Paid Search Manager

Jun 2022 - Aug 2023

- Facilitated the growth of the paid search department from 24 to 60+ active clients while maintaining a 92% customer retention rate through standardization of department operating procedures and cross-functional collaboration between production channels.

Digital Marketing Strategist

Jul 2021 - Jun 2022

- Assisted in production of creative assets for client marketing initiatives for use across paid search engine marketing, search engine optimization, email marketing, and paid & organic social media.

Playland of New Canaan - Nursery School & Day Camp

New Canaan, CT

Lead Science Specialist

May 2019 - Aug. 2019

- Instructed lessons and conducted demonstrations and workshops on basics of chemistry, physics, and geology for ~1,100 children and teens aged 3 - 17, working with groups of 10-30 students.
- Customized lesson plans in order to be developmentally appropriate for ages and individual special needs students, coordinating with 44 distinct groups of students, aids & counselors.
- Created a 2-year curriculum of rotating lesson plans and ledger of costs to be used in perpetuity.

Assistant Science Specialist

Jun. 2018 - Aug. 2018

New Canaan Chamber of Commerce

New Canaan, CT

Social Media Student Intern

Apr. 2017 - Jun. 2017

- Assisted in event marketing and digital / social media presence management. Collaborated with local businesses and city governments to organize town events.
- Digitized fundraising efforts via development of an online donation portal and implementation of a customer relationship management system.

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