

# LARS ESTREM

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Digital Marketing Strategist • AI-Augmented SEO & Content • High-Ticket Conversion

## PROFESSIONAL SUMMARY

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Digital marketing strategist with 15+ years driving traffic and revenue for high-value, fiercely competitive products and services. Most recently directed digital strategy contributing to over \$22 million in 2025 sales of premium boats averaging ~\$200,000 each. Combines a systems analysis and programming background with hands-on AI integration: building high-performing websites, AI-assisted content pipelines, and sharper ad targeting that convert high-intent visitors into customers. Equally comfortable rebuilding a site's technical foundation and steering executive-level strategy.

## CORE SKILLS

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**AI-Augmented Marketing:** AI-assisted content creation and editing workflows, AI-driven ad targeting, AI productivity tooling for lean marketing teams

**SEO & Lead Generation:** Technical SEO, keyword gap analysis, local SEO, high-ticket conversion optimization, Google/Bing Ads, Google Ad Grants

**Web Development:** Site modernization, responsive design, CMS development (custom, Jekyll, Drupal), Cloudflare CDN, caching & site speed

**Analytics & UX:** ROI tracking for high-value sales, data analysis, UX design

## PROFESSIONAL EXPERIENCE

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### Active Water Sports | Digital Marketing Manager (Remote) Jul 2023 - Jun 2026

*Owned digital strategy for a premium wake and pontoon boat dealer (average sale ~\$200,000) across three Oregon stores.*

- **Revenue:** Directed digital strategy contributing to over \$22 million in total boat sales in 2025, while helping improve overall margins by 7.9% year over year.
- **Growth:** Drove \$2.73 million in combined YoY new boat sales growth across stores, and nearly doubled used boat sales at the Redmond store (from \$487K to \$883K).
- **AI Integration:** Embedded AI tools across the marketing workflow (content creation, ad targeting, and day-to-day productivity), enabling a lean team to compete with larger dealer groups.
- **Technical SEO:** Optimized site structure and content to capture high-value brand, category, and local keywords spanning boat sales, financing, service, storage, and gear.
- **Service Dept:** Launched new online marketing and improved online booking, helping the service department reach all-time record revenue.

### The diaTribe Foundation | SEO Manager (Remote) Jan 2022 - Jan 2023

- **Traffic Turnaround:** Achieved >200% YoY traffic growth; intervened mid-2022 to rescue a 3M annual visitor goal (from a ~1M pace). Within six months, momentum forecasted 5M+ visitors for 2023, exceeding the 4M year-end goal by 25% before the year began.
- **Site Performance:** Boosted speed and engagement on complex content sites through content optimization, caching and CDN improvements, and removal of redundant resources.

### Nevada Fire Chiefs Association | Marketing Director (Remote) 2016 - 2022

- **Growth:** Spearheaded a 20X increase in web traffic and 10X growth in volunteer firefighter applications through strategic SEO and Google Ad Grants management.
- **Modernization:** Rebuilt the association's legacy website in Jekyll, significantly improving load times, security, and mobile responsiveness.
- **Automation:** Automated member management and event sign-ups, cutting administrative workload and overhead.

### FireDepartment.net | Founder & Digital Strategist 2009 - 2022

- **Scale:** Founded and scaled a national platform serving 8,000+ fire departments, averaging 3M+ annual pageviews on a custom-built CMS editable by individual departments.
- **Efficiency:** Maintained a lifetime average Google Ads CPC under \$0.06.

- **Partnerships:** Worked with federal, state, and local fire agencies on volunteer recruitment; built a mapping interface used by thousands of insurance agents to locate the nearest fire department for new policies.

**Build.com** | *SEO Analyst (Chico, CA)* 2010 - 2011

- Led SEO strategy for the nation's third-largest online home improvement retailer, driving double-digit organic growth across multiple branded sites.
- Advised the executive team on digital marketing best practices and partnered with engineering on site health, crawlability, and performance.
- Authored a monthly company-wide SEO newsletter supporting the company's most profitable marketing channel.

## INDEPENDENT PROJECT

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**alarm-clock.org** | *Creator (AI-Assisted Build)* Jun 2026 - Present

- Designed and launched an SEO-focused event countdown and planning site in days using AI-assisted development.
- Jekyll static build with inlined CSS/JS for sub-second loads, programmatic social-share image generation, and templated evergreen pages targeting high-volume event queries (holidays, birthdays, sales events).
- Built a viral loop: free, shareable user-created countdowns with calendar and social integrations that funnel visitors toward event planning.

## EDUCATION

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**BS, Management Information Systems**, California State University, Chico

**AS, Business Administration**, Butte Community College