

Cade Anderson

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SUMMARY

Growth-focused digital marketing leader with 6+ years of experience driving customer acquisition, conversion rate optimization (CRO), and digital product development across fintech, ecommerce, and startup environments. Proven track record in leading full-funnel marketing strategies, UX optimization, and cross-functional initiatives that align with business goals. Expert in web experience strategy, SEO/SEM, data analysis, and content performance. Passionate about building scalable systems that convert traffic into results.

PROFESSIONAL EXPERIENCE

MORGAN STANLEY & E*TRADE

2021 – Present

AVP, Digital Strategy (*Growth Marketing & Web Experience Lead*)

Lead website strategy and growth marketing initiatives for E*TRADE's public-facing properties. Responsible for increasing digital acquisition, improving user journeys, and aligning site experience with broader product and investment strategy.

- Own the end-to-end marketing strategy and roadmap for the E*TRADE retail website, optimizing the prospect experience to support digital acquisition goals.
- Led the complete overhaul of E*TRADE.com's homepage and core product pages, significantly improving UX, speed, SEO performance, and conversion rates.
- Increased new account conversions 2.1x by optimizing top prospect flows across high-traffic pages and implementing A/B testing strategies measured through user behavior.
- Developed a new Financial Planning section to position E*TRADE as a comprehensive wealth partner, contributing to a measurable lift in product interest and time-on-site.
- Lead cross-functional collaborations with Media, Creative, Analytics, Legal, and Product teams to build and launch integrated landing pages and prospect journeys.
- Manage SEO strategy and implementation across 400+ prospect pages, increasing total organic traffic by 159K+ visits per month via metadata optimization, high-intent copywriting, and internal linking.
- Directed site-wide personalization and targeting strategy to improve engagement and connect key audience segments to the right content.
- Launched a multi-product landing page strategy that unified E*TRADE's offering across brokerage, retirement, and managed accounts, driving a 3x lift in site engagement.
- Developed and launched a \$56M-generating Wealth Management Journey Hub, powered by UX-focused design and organic content.

FORWARD MAJORITY

2022 – 2024

Freelance Marketing Manager – Digital & Social Strategy

- Led integrated marketing strategy, resulting in a 325% YoY increase in impressions across social platforms.
- Produced branded content, collateral, and digital activations to align with advocacy objectives across 5 states.
- Managed WordPress site updates, SEO optimization, and campaign microsites to support real-time initiatives.

KISS COSMETICS

2021

Freelance Influencer Marketing Strategist

- Sourced, negotiated, and managed 125 influencer partnerships across 7 brands, securing \$400K+ in media value.
- Achieved a 65%+ activation rate across campaigns through strategic audience alignment and UGC-driven content performance.

Strike Magazine

2020 – 2021

Graphic Design Director

- Oversaw 14-person team and led production of editorial and branded visuals for digital and print.
- Directed visual storytelling across social, editorial, and event-based activations.

UNIVERSITY OF GEORGIA ATHLETICS

2017 – 2021

Division I Collegiate Swimmer & Social Media Assistant

- Balanced 20+ hours of weekly training with responsibilities supporting social media, live coverage, and visual content for UGA athletics. Supported major events including NCAA and SEC Championships with live coverage and design.

EDUCATION

UNIVERSITY OF GEORGIA – GRADY COLLEGE OF JOURNALISM

Athens, GA

Bachelor of Arts in Public Relations

- New Media Certificate (UX & Digital Product Design)
- NCAA Division I Varsity Athlete | GHSA All-American
- TEDxUGA Student Curator

TECHNICAL SKILLS & CERTIFICATIONS

Marketing Platforms: Salesforce, HubSpot, Google Ads, Meta Ads, Mailchimp, Brandwatch, Sprout Social

Web & CMS: WordPress, AEM, Webflow, Shopify, HTML and CSS coding, Figma, Squarespace

Analytics & Testing: GA4, Adobe Analytics, A/B Testing, Conversion Tracking

Creative Tools: Adobe Illustrator, InDesign, Photoshop, Lightroom, Premiere, After Effects

Specialties: Web Experience Strategy, CRO, Paid Acquisition, Lifecycle Marketing, Personalization, UX Design, Project Management, Product Strategy, Influencer Campaigns, A/B Testing, Technical SEO, Content Strategy and Copywriting, Mobile/App Store Optimization

CORE COMPETENCIES

Digital Acquisition • Ecommerce Strategy • Web Analytics • CRO • SEO/SEM • Conversion Funnels • Landing Page Optimization • Lifecycle Marketing • UGC Strategy • Product-Led Growth • Agile Workflows • Stakeholder Communication • Marketing Automation • Funnel Reporting