

Courtney Lares

Automotive Digital Marketing Consultant

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Automotive digital marketing consultant and business owner with hands-on experience in SEO, SEM, paid media, Shopify, and custom website development. Helped automotive businesses drive sales and grow Google reviews. Combines digital marketing experience with more than a decade of client services and technology project leadership. Porsche owner and dedicated automotive enthusiast.

Automotive and Digital Consulting

Owner | Courtney Lares Private Consulting LLC

- Build custom websites and optimize technical, on-page, and off-page SEO, website content, and landing pages for search visibility, user experience, and conversion.
- Manage Google Ads, Demand Gen, Performance Max, and paid social campaigns, including keyword research, audience development, bidding, and performance optimization.
- Support sales and Google review growth for automotive clients, including Benzel-Busch and Lux Restyling, as part of a broader automotive consulting practice.
- Develop and optimize Shopify stores, including products, content, functionality, and user experience. Monitor KPIs using Google Analytics, Search Console, and advertising dashboards.

Core Skills

SEO and SEM • Google Ads • Paid social • Shopify • Google Analytics • Google Search Console • Conversion rate optimization • Email marketing • Campaign and event support • Vendor coordination • AI platforms • Adobe products • Microsoft Office • Salesforce

Additional Professional Experience

Director of Client Services | Med-Metrix | Remote | 2024-Present

- Standardized enterprise client service processes and strengthened account relationships. Reduced costs by double-digit percentages through automation and vendor contract optimization.

Associate Director, Business Development | Optum | Remote | 2023-2024

- Led a multimillion-dollar healthcare system implementation involving 75+ stakeholders; coordinated transitions for 100+ staff and delivered projects on time and within budget.

Senior Technology Project Manager | Optum | Remote | 2020-2023

- Directed healthcare technology implementations, standardized reporting and data transformation, and mentored new project managers.

Technology Project Manager & Client Engagement Leader | nThrive | 2013-2019

- Managed 20+ client portfolios and accelerated onboarding and go-lives. Introduced Salesforce and project management training to improve team adoption and efficiency.

Education

Coursework in Business Management | County College of Morris