ERIK R. FERNANDEZ

PERFORMANCE MARKETING & GROWTH STRATEGY | AI-ENABLED BUSINESS INNOVATION

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PROFESSIONAL SUMMARY

Performance marketing leader owning acquisition strategy, multimillion-dollar media investment, agency accountability, and cross-functional growth priorities. Combines enterprise performance marketing expertise with founder-led AI education, product development, and go-to-market strategy.

CORE LEADERSHIP & TECHNICAL EXPERTISE

Growth Strategy • Agency Accountability • Paid Media Investment • KPI Design • Executive Reporting • CAC / LTV / ROAS • Attribution & Testing • AI Workflow Strategy • Google Ads • DV360 • GA4

PROFESSIONAL EXPERIENCE

RISER FITNESS | Marketing Manager | 04/2026 – Present

- Own performance oversight for agency-managed campaigns, assessing lead quality, conversion trends, media efficiency, and investment priorities against business goals.
- Lead KPI and reporting framework development; establish performance expectations and drive agency accountability through insights, testing, and optimization.

HP INC. | Paid Marketing Specialist | 07/2021 – 04/2026

- Owned paid acquisition strategy and optimization across search, programmatic, display, and video, managing $2M+ in annual media investment.
- Directed acquisition initiatives supporting HP All-In Plan, a subscription business associated with $350M+ in revenue; prioritized CAC, ROAS, LTV, and scalable growth.
- Owned DV360 programmatic strategy, including audience segmentation, creative testing, measurement priorities, and budget allocation decisions.
- Partnered with analytics, product, finance, and engineering stakeholders to strengthen attribution, diagnose performance issues, and guide investment decisions.

HIDNGEM | Founder | 09/2026 – Present

- Founded an AI consulting and applied-learning venture; own offering strategy, product positioning, curriculum development, and go-to-market planning.
- Designed modular AI training frameworks for marketing, analytics, and financial services, alongside client-facing pilot proposals and learning materials.

GOOGLE (OMC PROGRAM) | Project Lead | 08/2020 – 12/2020

- Led Google Ads campaign planning, optimization, budgeting, and forecasting; produced executive-facing reports and achieved reported top-quartile peer-account performance.

CRUISE (GM) | Autonomous Vehicle Test Specialist | 07/2019 – 07/2021

- Executed autonomous-vehicle testing and QA workflows, supporting reliable field data and operational reporting.

EDUCATION & INTERNATIONAL EXPERIENCE

San Francisco State University | B.S., Business Administration (Marketing) | Dean’s List; Innovation Pitch Finalist

Swansea University, Wales, UK | Study Abroad | Played on the university soccer team