

## Skills

### Marketing

Digital Strategy  
Email Design & Analytics  
Channel Analytics  
Landing Page Optimization  
Digital Retargeting  
SEO Techniques

Growth Strategies  
Pay-per-click Advertising  
New Business Development  
Lead Generation  
Product Announcements  
Competitive Analysis

### Product Management

Requirements Gathering  
User Acceptance Testing  
Prototyping / Wireframes  
Usage Data Analysis  
Data Partner Selection  
API Integrations

## Experience

### Marketing Manager - DoctorLogic

Dec `13 -  
Feb `17

Created, developed and implemented new business creation strategies during growth from \$0.5mm ARR to \$2.8mm ARR (500% growth).

Designed, built, and maintained digital footprint (website development and campaigns). Increased average monthly lead count by 5x during tenure.

Redesigned booth material and overall tradeshow strategy, reducing show costs by 1/10th. This allowed us to attend 10x more tradeshows in one year.

Engineered "complacency disruption" sales tools, providing sales team prospect reports to identify value of our products on case by case basis.

Crafted and maintained over 15 campaigns (email messaging, landing pages, ads, etc), accounting for 25% of new business opportunities over six months.

May `10 -  
Oct `13

### Product Marketing / Product Manager Intern - ClickMotive

Created and maintained product update announcements (messaging and design) distributed to major segment of customer base (40% of customers).

Performed customer interviews and industry research to design the data model and interface layer for product performance dashboard (a customer facing tool).

## Additional Experience

### Freelance Marketer / Designer - [www.carsonjon.es](http://www.carsonjon.es)

I've worked with multiple clients to establish their online branding and messaging. Responsible for website management, email marketing, digital ads, etc.

## Education

### BBA, MIS 2014 - The University of Texas at Austin

GPA: 3.6 City Relations Officer in Student Government, MIS Teaching Assistant

## Other

### Technology & Tools

Mailchimp, Intercom, Jira, Salesforce, Hubspot, Google Analytics & Tag Manager  
HTML, CSS (SASS), Javascript (ES6, React, Webpack), Python, SQL, Git