

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

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