

JASON BECKETT, MBA

Product-First Marketing Executive Delivering Transformative Growth Acceleration

Princeton, NJ 08540 | (818) 527-6696 | jasonbeckett1701@gmail.com

Profile Qualifications

Results-driven Vice President of Marketing with many years of experience in nearly all marketing disciplines, including strategy, branding, and growth. Proven track record for successfully creating and executing innovative campaigns that have dramatically increased brand awareness and customer loyalty. Expertise in developing comprehensive marketing strategies to facilitate aggressive revenue growth. Skilled at assembling and managing high-performing teams to drive bottom-line success.

Core Competencies

Strategic Marketing Planning | Brand Building and Promotion | Product Positioning and Promotion Strategies | Digital Marketing and Advertising | Market Research and Analysis | Lead Generation and Nurturing | Public Relations and Communications | CRM Architecture and Optimization | Campaign Metrics Tracking & Analysis | Budget Management | Social Media Marketing | Data Analytics & Insights Gathering | Cross-Functional Team Leadership | Account-Based & Persona Marketing | Creative Problem Solving | Customer Insights Identification & Utilization | Content Creation & Curation | Influencer Outreach & Management | SEO Optimization | Search Engine Advertising (SEA) | Email Automation & Segmentation | B2B/B2C Growth Strategy Implementation | Sales Channel Development & Expansion | New Business Development Strategies | SaaS Platforms Management | Startup Experience Acceleration Programs Design | Education Programs Design, Execution, and Assessment | Consumer Products Coaching and Advisory | Global Team Management

Professional Experience

BIZ2CREDIT

Director of Marketing Operations

NOV. 2022 – Present

Focus on driving improved ROI for this fast-growing FinTech company through data hygiene, process optimization, and project management. Spearheaded the development and launch of efficient cross-team workflows and improved global team collaboration. Championed optimal utilization of automation tools such as Zoho, Marketo, and other CRMs to maximize customer engagement. Prioritized customer experience and achieving business objectives.

- **Improved customer engagement 13% and loyalty 7% with efficient lifecycle management.**
- **Spearheaded multiple initiatives to optimize marketing channel reporting.**
- **Optimized multi-faceted projects cutting development time by 30%.**
- **Championed the re-architecture of Zoho CRM and Marketo optimizing automation.**
- **Cross-trained global team (US & India) on process and project management strategies.**

BIZ2X

Director of SaaS Marketing Operations

NOV. 2022 – Present

Utilizing extensive experience in optimizing CRM systems and data hygiene for this SaaS FinTech Startup. Introducing efficient processes to improve customer engagement while leading multiple initiatives to grow market share and increase brand visibility through Account-Based Marketing. Collaborating with cross-functional teams to ensure optimum Sales enablement with automated campaigns. Meticulous focus on monitoring customer data accuracy across the CRM system infrastructure.

- **Drove the optimization and re-architecture of the CRM**
- **Defined data hygiene, sales performance tracking, and customer engagement workflows.**
- **Stepped into project leadership to launch AI-powered customer engagement technology.**
- **Shortened the sales cycle 17% and improved the MQL nurture efficiency 12%.**
- **Connected the dots between Zoho CRM, SalesIQ, and internal technology stack**
- **Optimized cross-team collaboration and closed the loop on customer support processes.**
- **Mentored and coached cross-functional, multicultural global projects team.**
- **Launched improved project management systems and standardized collaboration.**

SQAD, LLC

Vice President of Marketing

NOV. 2015 – AUG. 2022

Capitalize on the opportunity to lead all forward-thinking marketing initiatives, including recruiting, mentoring, and managing highly skilled demand generation and Go-To-Market teams. Drive multifaceted, in-house collaborations to deliver high-performance resources for sales enablement.

Expertly implement advanced segmentation and targeting. Build a “Best-in-Class” marketing team to super-charge prospect, customer, and user communications automation. Maximize product innovation, development, and roadmaps via key trend tracking and market research.

- Increase market cap by 10x in three (3) years.
- Retain \$2.2 million in revenue churn via a lifecycle management program.
- Decrease churn by 47% by establishing cross-departmental customer engagement.
- Improve YoY revenue recognition by 20% and increased ARR by 25% in three (3) years.
- Improve Marketing Qualified Lead (MQL) stage to Sales Qualified Lead (SQL) stage conversion by 64% and increase SaaS user base via cross-sales and education.
- Successfully managed annual marketing budgets within 2% of plan.
- Increased inbound lead capture 72% via demand generation strategy.
- Excelled in maximizing website traffic 234% via targeted new SEO strategies.
- Improved client engagement 137% via key lifecycle communications campaigns.
- Conducted VOC and market research to optimize product development cycle by 64%.

MIA BATH & BODY

Vice President of Marketing

MAR. 2011 – JUL. 2015

Maximized bottom-line performance by launching a comprehensive Go-To-Market (GTM) brand strategy and establishing the pricing and packaging foundation for this growth-centric B2B2C start-up, including recruiting, mentoring, and managing a team of D2C Demand Generation Specialists.

Achieved a market foothold by launching a cohesive brand identity, as well as product marketing, website, e-commerce, and communications strategies. Defined and managed a team of customer lifecycle communications professionals. Facilitated M&A to lead to the brand acquisition in 2015.

- Expertly drove sales training protocols for 800+ in-field associates.
- Optimized sales materials and scripting to increase event sales 125%.
- Expanded LCV by 137% through product marketing and Go-To-Market.
- Grew distributor base by 482% via improved demand generation strategy.
- Streamlined business process efficiencies in Customer Support and Logistics.
- Improved brand engagement 232% via “Best-in-Class” D2C social media strategies.
- Expanded product sales by 200% via demand generation and brand growth strategy.

Education & Certifications

WESTERN GOVERNORS UNIVERSITY

Master of Business Administration

WESTERN GOVERNORS UNIVERSITY

Bachelor of Science in Business Administration (Emphasis in Marketing)

UNIVERSITY OF VIRGINIA – DARDEN SCHOOL OF BUSINESS

Artificial Intelligence for Marketing (Certification)

AMERICAN MARKETING ASSOCIATION

Professional Certified Marketer® Digital Marketing

Technical Summary

Microsoft Excel | Adobe CS | MarCom | Email Marketing | UI / UX | Event Development
 SEO | CRM | Google Ads | LinkedIn Ads | Podcasting | Typesetting & Layout | Video Production
 Web Development | Social Media | Audio Recording | Media Prep | Digital Presentations

Professional Affiliations

Digital Marketing Institute
 American Marketing Association
 National Society of Leadership & Success