

JASON BECKETT, MBA

Business Development : Ai Integration & Strategy : Full-Stack Growth Marketing

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Highlights

Results-oriented strategic developer with a track record of **driving revenue growth and business development** in B2B SaaS, CPG, and SMB sectors. Expert in **go-to-market strategy, MarTech optimization, and system integration with agentic AI**, aligning initiatives with broader business objectives. Proven ability to lead high-impact growth campaigns, integrate new technology, and manage large-scale projects, resulting in VC exits, increased market share, and sustained profitability. Skilled at **building and motivating cross-functional teams** to achieve ambitious goals and **foster a culture of innovation**.

- **Transformative Market Growth:** Spearheaded go-to-market strategies that drove a 10x increase in market capitalization for SQAD and secured \$2M in equity funding for Life Cider, demonstrating the ability to create value through strategic positioning and impactful leadership.
- **Customer Retention and Revenue Growth:** Retained \$2.2M in annual revenue at SQAD by reducing churn through lifecycle management initiatives and improved customer lifetime value by implementing tailored engagement automation strategies that drove results across multiple verticals.
- **Operational and Team Efficiency:** Built and led high-performing cross-functional teams, reducing campaign delivery timelines by 33% and improving marketing productivity by 36% while saving over 300 hours annually through process automation and strategic team management.

Areas of Expertise

Strategic Marketing & Growth

- Go-To-Market Strategy
- Account-Based Marketing (ABM)
- Demand Generation
- Data-Driven Marketing
- Product Marketing and Lifecycle Management

Digital & Technical Marketing

- Agentic AI Workflow Automation
- CRM Data Optimization
- eCommerce Optimization
- Digital Advertising Platforms
- Advanced GPT Prompt Engineering

Leadership & Team Management

- Cross-Functional Team Leadership
- High-Performing Team Development
- OKR-Based Management
- Sales Enablement

Technical Skills

Tools & Platforms

Analytics: Google Analytics, Adobe Analytics
Marketing Automation: Marketo, HubSpot, n8n
SEO Tools: SEMrush, Ahrefs, Moz
E-commerce Platforms: Shopify, Magento
Digital Advertising: Google Ads, Meta

Marketing Systems & CRM

CRM Systems: Salesforce, Zoho
Content Management: WordPress, Elementor
Email Marketing: Mailchimp, Constant Contact
Lifecycle Management: HubSpot, Marketo
ABM Platforms: Terminus, Rockerbox

Project & Team Management

Project Management Tools: Asana, Monday.com
Team Building and Talent Development: Training Programs, Mentorship Initiatives
Process Improvement: Design Thinking
Collaboration Tools: Slack, Microsoft Teams

Education & Certifications

Master of Business Administration (MBA)

Western Governors University

Bachelor of Science in Business Administration – Marketing

Western Governors University

Artificial Intelligence for Marketing (Certification)

University of Virginia – Darden School of Business

Professional Certified Marketer® Digital Marketing (Certification)

American Marketing Association

Certified Digital Marketing Professional (Certification)

Digital Marketing Institute

Professional Experience

K2 ELEVATE

Head of A.I. Marketing Technology

JAN. 2025 – PRESENT

- **Designed and executed an AI-driven marketing automation** program using GPT-based content generation, cutting content production time by 60% and enabling personalized campaigns that increased engagement by 18%.
- **Developed agentic workflow frameworks** (using n8n) combining LLMs and RPA for lead qualification and routing, automating 70% of manual tasks, and reducing marketing operations costs by ~\$200K annually.
- **Devised a strategic AI roadmap for SMB clients**, integrating GPT-4 solutions and automation priorities to accelerate decision-making by 50% and achieve 30% productivity gains.
- **Integrated AI chatbots and recommendation engines** into customer journeys to enhance personalization, which improved net promoter score by 10 points and increased cross-sell revenue by 20%.
- **Automated marketing reporting and insight generation** by building LLM-based data extraction pipelines, reducing analysis time from days to minutes and enabling near real-time strategic decisions.

K2 ELEVATE (FOR LIFE CIDER)

Head of Strategic Marketing (CPG Functional Beverage)

JUL. 2023 – DEC. 2024

- **Secured \$2M in equity funding**, surpassing initial funding targets by \$750K, through a comprehensive Go-to-Market strategy that strengthened investor confidence.
- **Increased e-commerce sales by 112%** by architecting Agentic AI automation workflows for key marketing operations and Shopify, improving lifecycle communications and boosting reorder rates.
- **Drove 1.2M+ new brand impressions and increased consumer engagement** by expanding brand visibility through 30 new influencer partnerships.
- **Increased email-driven sales by \$250K** through advanced segmentation and targeted messaging, enhancing customer retention and lifetime value.
- **Boosted marketing efficiency by 47%** by leveraging ERP and Google Analytics for data-driven decision-making and precise campaign adjustments.

K2 ELEVATE (FOR BIZ2CREDIT)

Director of Marketing Operations (SMB Lending & B2B SaaS)

NOV. 2022 – JUL. 2023

- **Increased demo requests by 30%** with an ABM strategy aimed at high-value prospects, resulting in \$1.5M in expanded growth revenue pipeline.
- **Reduced manual data entry by 300 hours** annually while improving lead-to-sale conversion rates and optimizing CRM processes.
- **Shortened campaign launch timelines from 10 weeks to 7 weeks** by streamlining cross-functional team collaboration, resulting in faster go-to-market and quicker lead generation.
- **Achieved a 36% boost in marketing productivity** by integrating Adobe Marketo, automating repetitive tasks, and streamlining campaign execution.
- **Enhanced return on ad spend (ROAS) by 17%** through targeted marketing automation efforts that improved audience segmentation and engagement.
- **Generated +1,200 new monthly leads** by launching an AI-driven content strategy that optimized content personalization and customer targeting.
- **Grew customer lifetime value (LTV) by 13%** by guiding lifecycle initiatives, focusing on customer engagement and retention.
- **Accelerated campaign delivery times by 33%** by fostering innovation and continuous improvement among a multinational marketing team of 16.

SQAD, LLC

Vice President of Marketing

MAR. 2019 – SEP. 2022

- **Drove a 10X increase in market capitalization** by defining and leading company-wide GTM strategies, culminating in a successful VC exit.
- **Secured \$2.2M in annual revenue retention** by reducing customer churn and driving high-engagement lifecycle marketing initiatives.
- **Generated \$4.5M in additional annual revenue** by implementing segmentation strategies focused on high-value customers.
- **Established and led an off-shore demand generation team** of 10 members, enhancing scalability and expanding global marketing capabilities to 3 new regions.
- **Shortened the sales cycle from 10 to 6 months** by executing an advanced ABM strategy, improving coordination across marketing and sales teams.
- **Improved MQL to SQL conversion rates by 42%** by overseeing the development of impactful sales enablement collateral, accelerating the sales cycle.
- **Inspired a culture of growth and innovation** by mentoring a high-performing marketing team, ensuring alignment with organizational goals.

SQAD, LLC

Director of Product Marketing

NOV. 2015 – MAR. 2019

- **Improved product adoption by adding 1,200 new active users** within six months by leading a comprehensive revamp of the customer onboarding process.
- **Generated 250,000 additional website visitors and 2,100 qualified leads** through targeted SEO and PPC campaigns.
- **Enhanced ROAS by 20%** by redesigning the corporate website and refining social media strategies, which increased audience engagement.
- **Increased sales pipeline by an estimated \$2M** by adding 500 high-quality leads through Streamlined lead qualification automation.
- **Improved customer retention by 22%** by developing and executing lifecycle communication campaigns, ensuring consistent engagement during critical stages.
- **Reduced product development cycle time by 18%** through Voice of Customer (VOC) research, aligning new features more closely with market demands.

MIA BATH & BODY

Vice President of Marketing

MAR. 2011 – JUL. 2015

- **Grew brand market share by 18%** by architecting and executing a comprehensive Go-to-Market strategy, facilitating a successful acquisition by Youngevity.
- **Increased sales network from 60 to 180 distributors in 90 days** by managing an outsourced D2C marketing team, significantly boosting regional product availability.
- **Increased brand engagement by 52%** through innovative social media campaigns, fostering deeper customer loyalty and community involvement.
- **Amplified online presence by 35%** by executing best-in-class D2C social media campaigns, building a loyal customer community program, and referral rewards.
- **Achieved a \$300 increase in customer lifetime value (LTV)** by optimizing event sales strategies, resulting in 20% more repeat purchases and enhanced customer retention.
- **Improved brand affinity by 64%** through cohesive rebranded identity initiatives driven by detailed market research and customer insights.