

Jeremy A Roberts | 210.325.5975 | jeremy@jeremyaroberts.com

Digital and Analytics Marketing Consultant with strategic and tactical experience in both small business and enterprise level marketing departments, with the ability to use company data and experience to create efficient and profitable customer growth, customer retention, and customer loyalty.

Digital Marketing & Digital Strategy Consultant

- 15+ years of experience managing every facet of digital (& traditional) marketing including CRM management, SEO, SEM, display, social, retargeting, email, affiliate, print, PLA, content, eCommerce, radio, TV, billboard, media buying and planning, data mining, analytics, reporting, lead scoring, marketing automation, funnel management, attribution, LTV, and data analysis.
- Consistent record of building and driving revenue growth, decreasing costs, increasing efficiency, reducing Cost per Acquisition, increasing ROI, increasing customer loyalty and retention.
- Deep knowledge of digital marketing, marketing tools, CRM platforms, data analytics and strategies, with an ability to plan, develop and execute complex multi-channel programs using buyer persona and journey mapping strategies. Expert in launching and managing complex, measureable marketing programs through internal teams and external agencies.
- Experience building marketing programs using CRM, web analytics, and marketing automation platforms to drive customer engagement, conversion, and lifetime value. This resulted in an overall CPL reduction by 30% giving way to an increased program growth of 27% YoY.
- B2B and B2C marketing experience with marketing services, retail brands, and IT services.

Partner Marketing/Partner Business Development

- Experience managing partner accounts and developing partner marketing go-to-market strategies that incorporate sell-to and sell-through demand and lead generation programs to drive funnel conversion for such Partners: Adobe, IBM, Facebook, Pinterest, American Express, IHS Markit/Polk, DISH, MediaMath, Spreadfast, Vibes, Gigya, Walmart, Costco, Office Depot, Mary Kay Cosmetics, EMC, HP Symantec, Microsoft, VeriSign, Gap, Ann Taylor, Levi's, and Cox Comms.

eCommerce/Marketing Analytics/Demand Generation/Lead Generation

- Built and managed demand gen engines and managed ecommerce for as many as 13 different B2C brands simultaneously with a collective annual revenue of \$54M.
- Experience with using website, marketing, social, and data analytics tools to create KPI scorecards to build channel attribution and performance reports, customer modeling, and customer product usage analysis to determine how best to approach and grow each client and determine customer lifetime value, best product modeling and retail strategy.
- Built and managed demand generation engines across North America, LATAM, EMEA and APAC with ability to integrate legacy systems and transform them into profitable and scalable revenue engines with positive ROI. Worked with budgets up to \$15M annually.
- Worked alongside sales and business development teams to create talking scripts, nurture emails, nurture campaigns, lead qualification and scoring, and sales enablement documentation (elevator pitches, FAQs, talking points, pitch decks, use cases, and demos).
- Experience with direct and agency media planning, media buying, campaign development, campaign analytics, and budget planning designed for month over month growth.

Thought Leadership/Conference Speaking

- View my digital marketing & analytics podcast at <http://www.analyticstodaypodcast.com>.
- While at Rackspace, IBM and Acxiom, spoke at over 20 conferences, customer and partner events with audiences up to 500 people. Spoke on the topic of MarTech, data and analytics.
- View some of my speaking opportunities: <http://bit.ly/2nxhtT5> & <http://bit.ly/2BNZbBk>.

WORK EXPERIENCE

Left Brain + Right Brain Consulting Services

July 2017 - Present

Principal Consultant

- Freelance marketing consultant for small to medium sized businesses in North America focused on developing strategic and tactical marketing solutions that drive growth and increased profits

Acxiom

November 2016 – August 2017

Director, Partnership Marketing

- Built out and led marketing for the partner sales division (40% of company revenue) where my team was responsible for building strategic relationships with key partners and driving growth in revenue for Acxiom's Tier 1 clients and partners in Americas, EMEA, and APAC.
- Collaborated with the partner's marketing leadership to develop a phased joint GTM plan to drive campaign awareness, sales leads, pipeline growth and bottom line revenue.

IBM

July 2015 – November 2016

Worldwide Lead, Product Marketing, Customer Analytics

- Responsible for the end to end go-to-market marketing strategy and execution of IBM's Customer Analytics portfolio (Tealeaf, UBX, Watson Customer Experience Analytics).
- Developed the division's Thought Leadership Initiative to further develop and promote client outreach, product education, customer engagement and evangelism.
- Led the IBM Competitive War Room for Marketing Analytics.

Harland Clarke

July 2013 – June 2015

Senior Manager, Digital Marketing and Media

- Exceeded expectations by growing online revenue (in a YoY declining industry) by 20% while maintaining a profitable ROI with a 10% decrease in annual budget. Successfully pulled brands out of the red for the first time in 5 years. Responsible for a \$54M quota.
- Responsible for branding, digital marketing and website revenue for 13 retail brands including Walmart, Sam's Club, Costco, Office Depot, Mary Kay, Intuit, and Rodan & Fields.

Rackspace

March 2008 – June 2013

Marketing Programs Manager

- Managed a \$15M annual budget for all demand gen activities, while exceeding MoM lead goal targets and reducing cost per lead by 30%. Areas include: North America, APAC, EMEA.
- Grew SharePoint from a \$0 product to a \$20M product in 3 years. Drove revenue through farming existing accounts, lead generation, as well as through partner value add sales.
- Built social media marketing from the ground up (i.e. Facebook, Twitter, LinkedIn, Google+, YouTube). Focused on driving revenue from social media. Developed and led Social Media 101 training for all employees as well as Social Selling training for all sales teams worldwide.

TEACHING EXPERIENCE

Texas A&M University San Antonio

August 2016 – December 2017

Adjunct Professor of Marketing

I taught an undergraduate core course on digital marketing where I focused on comprehension, analysis, and a holistic understanding of digital marketing instead of memorization. It's all about changing the way students think and the way they approach digital marketing. The goal is to get students ready to contribute on the first day of a marketing job.

EDUCATION

Tulane University: MBA (Marketing)

August 2005 – December 2006

St. Mary's University: BBA (Marketing)

August 1996 – December 2001