JOHNATHAN MARSHALL

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PROFESSIONAL SUMMARY

Data-driven Growth Marketing Leader with expertise in **acquisition, automation, and performance marketing**, driving revenue and engagement through **SEO, paid media, email marketing, and CRO strategies**. Proven success in leading **digital transformations**, including a **Marketo migration across multiple brands** and executing high-performing **Google Ads, SEO, and email campaigns**—resulting in **triple-digit YoY revenue growth, $8M+ in incremental monthly revenue, and a 150% increase in qualified leads while cutting acquisition costs by 72%**. Adept at **aligning marketing, BI, UX, and C-suite strategy** to deliver scalable, data-informed growth.

CORE SKILLS

Marketing Strategy & Growth: Demand Generation | Product Marketing | Market Analysis | Journey Mapping | Funnels
Performance & Optimization: A/B Testing | SEO & CRO | Lifecycle Marketing | KPI Analysis | ROI Optimization
Acquisition & Engagement: Digital Marketing | Audience Engagement | Google Ads (SEM, PPC) | Email & Content Marketing | CX
Technology & Platforms: Marketo | Google Ads | Attribution Modeling | Data Analytics | AI Optimization

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EXPERIENCE

Prosper Marketplace | San Francisco, CA

✧ *Growth Marketing Sr. Manager* | **Mar 2023 – Jan 2025**

- **Led website migration** from React/Angular to **WordPress**, enabling marketing to independently manage updates, performance testing, and landing page creation—**reducing lead times from weeks to hours**.
- **Implemented shared dynamic modules**, streamlining core product page updates and improving operational efficiency.
- **Increased A/B testing velocity** from **6 tests/year to 14 per quarter**, driving a **63% increase in application start rates**.
- **Managed a cross-functional team (SEM, Content, Social Media)** to execute data-driven strategies—**boosting user acquisition by 23%**.
- **Resolved payment funnel issues**, implementing solutions that generated **$6M+ in monthly incremental revenue**.
- **Developed a universal attribution system**, correcting **$8M/month in misreported revenue** and improving marketing analytics.
- **Optimized conversion performance**, introducing a **new testing stack** that increased conversions by **23%.**
- **Launched AARRR model-based campaigns**, aligning growth strategies with ROI objectives and customer lifecycle improvements.

✧ *Digital Marketing Manager* | **Jun 2021 – Mar 2023**

- Transformed content marketing into a direct **product acquisition channel**, increasing conversions.
- Led **SEO-driven product page optimizations**, securing **Page 1 rankings for high-volume FinTech keywords**.
- Optimized Google Ads strategy, **increasing qualified leads by 150% while cutting acquisition costs by 72%** on a **$2M+ monthly budget**.
- Implemented **cross-channel DRIP/Nurture campaigns**, boosting conversions and email deliverability.
- **Resolved SEO issues**, driving a **250% increase in organic traffic**.

�late *Email Marketing Manager* | **Sep 2018 – Jun 2021**

- Automated **high-revenue email campaigns**, enabling focus on **subject line and CTR optimization**.
- Implemented segmentation & targeting, **driving $8M+ in incremental monthly revenue**.
- Launched a **Newsletter campaign**, increasing **qualified email leads by 43%**.
- Improved **email deliverability from 50% to 80%+**, expanding campaign reach.
- Optimized landing pages, increasing **application starts by 32%** and generating **$3M in monthly incremental revenue**.

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eDriving | Oakland, CA

⚲ *Senior Marketing Manager* | **Feb 2012 – Sep 2018**

- **Led digital transformation**, migrating two email platforms into a **unified Marketo instance**, managing global teams while aligning strategy with C-suite goals.
- **Drove triple-digit YoY revenue growth** for email marketing over **three consecutive years** through automation and engagement optimization.
- **Increased organic acquisition by 176%**, integrating marketing automation with content strategy to boost inbound lead generation.
- **Redesigned landing pages and funnels**, achieving **60% incremental revenue growth** via improved user journeys and CRO.
- **Spearheaded B2B campaigns**, securing **Amazon and other major enterprise clients** for the Mentor product.
- **Streamlined sales processes**, enhancing lead qualification and prioritization to improve efficiency.
- **Led cross-functional Scrum reviews**, aligning Marketing, Design, and Development teams on campaign execution.
- **Provided strategic coaching** to Leadership, Sales, and Marketing teams, refining best-practice funnel marketing strategies.

EDUCATION

⚲ **Bachelor's Degree in Business/Marketing**
⚲ **Associate's Degree in Web & Graphic Design**