

JASON WALLACE

LOVER OF GREAT STRATEGY, DRIVING RESULTS, AND WINNING

Accomplished Marketer with verifiable track record of growing revenues, profits, and marketshare through creative and engaging strategies. When I'm not running half marathons or helping the underserved community through the non-profit Honor Humanity, you can find me at Trader Joe's.

RELEVANT EXPERIENCE

CONTACT

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31 Leonard Street Brooklyn, NY 11206

EDUCATION

PURDUE UNIVERSITY *West Lafayette, IN*
Master of Business Administration - Marketing
Business Opportunity Program Scholar
VP, Krannert Graduate Marketing Association

MCNEESE ST UNIVERSITY *Lake Charles, LA*
Bachelor of Arts - Political Science
Captain, Men's Varsity Basketball Team

TECHNICAL SKILLS

Application Software: Salesforce, PeopleSoft, Qualtrics, Tableau, Adobe Creative Suite, MS Office Suite, Google G Suite, Slack, Jira, Concur, Trello
Content Management Systems: MS Sharepoint, Wordpress, Squarespace, Wix, MailChimp
Social Media Management Systems: Buffer, Hootsuite, Sprout, Sprinklr, Canva, CapCut

BUSINESS SKILLS

Agile Methodology	Brand Strategy
Business Development	Client Management
Data Analysis	Digital Marketing
Event Management	Integrated Marketing
Project Management	Product Development
Product Marketing	Strategic Planning

CREATIVE SKILLS

Copy Writer	Copy Editor
Graphic Design	Photography
SEO Optimization	Videography
Content Creation	Website Design

LANGUAGES

English	Spanish
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CREATIVE DIRECTOR *Do Big Things Brooklyn, NY Oct 2023 - April 2024*

The driving force behind the creative vision, execution and leadership of a dynamic, forward-thinking agency.

- Introduced the new CEO of Do Big Things to the world.
- Crafted pitch offerings and brand story, resulting in winning contracts over \$450,000.
- Mentored and led the creative team, promoting collaboration and productivity.
- Managed freelance creatives and external design services.
- Oversaw projects from inception to delivery, ensuring on-time completion within budget.

SR. PRODUCT MARKETING MANAGER *Zillow Group New York, NY Oct 2022 - Oct 2023*

Led comprehensive product marketing initiatives to meet business goals and foster expansion.

- Managed a diverse range of B2B and B2C Advertising products contributing to \$50M yearly revenue.
- Formulated effective GTM strategy for new product introduction, driving \$238,000 immediate revenue.
- Worked closely with agency partners to create impactful social media content with over 1M impressions.
- Collaborated with marketing team to refine value proposition, positioning, and messaging strategies.

SR. PRODUCT MARKETING MANAGER *Compass New York, NY May 2021 - Sep 2022*

Defined and drove the vision, strategy and metrics for a suite of products generating \$5M annual revenue.

- Developed GTM strategy for new product launch resulting in an awareness rate of 99% across the organization.
- Crafted and executed the GTM strategy for a new product feature resulting in over 500,000 digital impressions.
- Represented the Voice of the Customer, collecting insights to advocate for their perspective within product development.
- Led analysis and test development to determine the optimum approach for winning product adoption.
- Refined the value proposition, positioning and messaging, bringing visibility to leadership and front-line teams.

PRODUCT MARKETING MANAGER *RoomIt by CWT New York, NY Jan 2018 - Sep 2020*

Developed and managed a portfolio of B2B SaaS products generating \$324M annual revenue.

- Owned and executed the end-to-end launch strategy for a new global product generating \$64M incremental revenue.
- Revamped and relaunched email marketing product generating \$10M annual revenue.
- Managed external-facing product roadmap and managed feature rollout in collaboration with Product Management.
- Created product positioning and messaging to differentiate products in market and expand visibility.
- Created outbound marketing & Sales Enablement materials supporting launches, educate customers and drive adoption.
- Measured, analyzed and communicated the impact of product marketing efforts to stakeholders at all levels.

PRODUCT MARKETING MANAGER *Amex GBT Scottsdale, AZ Nov 2014 - Dec 2017*

Developed revenue-driving products and managed strategic partner relationships, resulting in \$143M annual revenue.

- Led a cross-functional team to implement a new business model that generated \$35M in annual revenue.
- Executed an experiential promotional strategy for a virtual payment product, driving \$29M in annual revenue.
- Directed the development and marketing strategy for two new digital products, leading to a 20% revenue increase.
- Managed and supported key long-term strategic partnerships to enhance business operations.
- Performed data-driven analysis of client programs to support Sales Enablement in achieving their objectives.

MARKETING MANAGER *Paint Nite NYC New York, NY Feb 2012 - Nov 2014*

Developed and grow all aspects of a live events startup from conception to launch, generating \$3M annual revenue.

- Oversaw all stages of the event life cycle, from strategic planning, vendor negotiations, staffing, and reconciliation.
- Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Optimized partnerships by negotiating rates, increasing brand exposure, and testing new offers.
- Consulted with product development teams to enhance products based on customer data.

DIGITAL MARKETING MANAGER *Foot Locker Inc. New York, NY Jul 2011 - Feb 2012*

Managed Foot Locker Unlocked digital platforms to increase brand awareness, engagement generating \$500,000 in sales.

- Grew Twitter and Facebook accounts from 35,000 and 22,000 respectively to 1 Million+ followers on each account.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Devised strategies and roadmaps to support product vision and value to business.
- Managed relationships with high-profile clients and translated marketing and digital needs into results-driven strategies.

PERSONAL INTERESTS

- Co-founder, Honor Humanity inc, a non-profit organization creating programs to support underserved communities.
- Creator and Host Digital Soulfood Podcast
- Creator, Producer, Director and Co-Star of Middle Aged Marathon Men's Wellness Initiative.
- Self-published author of Broken, a book of poetry examining life, love and relationships.
- Avid runner, completing 14 half marathons 3 marathons and 1 triathlon.