

JONATHAN CROW

Marketing Executive

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SUMMARY:

Dynamic marketing executive with over 20 years of comprehensive experience in strategizing and leading marketing operations across the K-12 education sector. Adept at driving growth through innovative multi-channel marketing campaigns, enhancing brand visibility, and fostering customer engagement and loyalty. Demonstrated success in leveraging data analytics and market insights to guide strategic decision-making and achieve organizational objectives. Exceptional leadership capabilities with a proven track record in mentoring teams toward achieving excellence in marketing performance.

AREA OF EXPERTISE:

- Strategic Leadership & Vision
- Multi-Channel Campaign Management
- Brand & Community Building
- Go-to-Market & Sales Strategies
- Marketing Automation & CRM Technologies
- Web & Content Development
- Data-Driven Decision Making
- Customer Experience Enhancement
- Digital Marketing & SEO/SEM
- Analytics, Reporting & ROI Optimization

TECHNICAL SKILLS:

- **Marketing Tools:** HubSpot, Pardot, Eloqua, Salesforce Marketing Cloud
- **CRM Software:** HubSpot, Salesforce, Zoho
- **Community Management:** Lithium, Jive, Salesforce
- **Social Media:** Sprinklr, Crowd tangle, Spreadfast, Facebook, LinkedIn, Twitter
- **Analytics:** Google, MoZ, SEMrush
- **Project Management:** Asana, Smartsheet, JIRA

EXPERIENCE:

08/23 to **NEW MERIDIAN CORPORATION**

03/24 **Sr. Manager of Web & Marketing Operation**

- Orchestrated the successful deployment of HubSpot Sales and Marketing CRM, driving operational excellence with customized solutions that enhanced sales productivity.
- Championed the development of a sophisticated lead management process, utilizing automation to streamline sales workflows, enhancing lead quality.
- Oversaw the marketing technology infrastructure, achieving a seamless integration of platforms that elevated the company's SEO ranking to the top tier for key industry terms.
- Conducted in-depth analyses of sales and marketing metrics, crafting data-driven insights that informed executive strategies and led to key sales opportunities.
- Pioneered a targeted Account-Based Marketing strategy, delineating ideal company profiles and purchasing influences, guiding sales to customize their approach for key accounts.

08/19 to **SAVVAS LEARNING**

07/23 **Head of Community Engagement**

- Championed the enhancement of internal communications, spearheading the development of a community platform that facilitated vital company announcements and maintained compliance with HR and legal standards.
- Forged a strong partnership with the Customer Success team, leading the design of innovative training programs and the creation of sales tools that empowered customer support representatives.
- Strategically drove the development of a self-service customer support model, significantly

reducing resolution times by 4 minutes per ticket and halving the number of support cases, thus dramatically improving customer satisfaction metrics.

- Orchestrated the rebranding and relaunch of the external customer community, which successfully boosted new user registrations by 56%, increased session engagement by 60%, and improved the customer journey as evidenced by an 8% reduction in bounce rates.

06/15 to **PEARSON PLC**

06/19 Senior Digital Marketing Manager

- Architected comprehensive digital marketing strategies that enhanced the customer journey and propelled content marketing initiatives, managing a robust editorial calendar and fine-tuning marketing automation pathways for various educational products.
- Commanded the strategic and tactical execution of multi-channel marketing campaigns, significantly elevating the acquisition of Marketing Qualified Leads and achieving a 5% increase in click-through rates (CTRs) through precision targeting and refined messaging.
- Pioneered cost-effective social media advertising techniques, producing incisive analytical reports that drove a 53% decrease in cost per click (CPC), thereby optimizing the marketing budget and enhancing campaign performance.
- Catalyzed a fivefold surge in user engagement by leading content-driven marketing initiatives, employing a rich mix of website content, testimonials, case studies, blog posts, and sales materials to build a robust inbound marketing funnel.

02/10 to **CTB/MCGRAW HILL**

11/14 Sr. Community Manager

- Managed, advised, and created a community of 25 clients with diverse districts and demographics, including teachers and Heads of Districts, on market strategies and educational product (Acuity) accessibility.
- Conducted monthly telephone meetings and annual events to discuss market trends, improvements, and market roadmaps and maintained all aspects of the product to facilitate user engagement and ease of use.
- Developed go-to-market strategies, grew loyalty, created presentations, and created content for sales, demand generation, and events based on understanding our customers and the market.
- Established an online community with over 20,000 members, 40,000 views, and 5,000 visits per month.
- Delivered email campaigns to over 100K educators, resulting in a fourfold increase in daily website visits.

ADDITIONAL EXPERIENCE:

01/08 to **INTALIO.INC**, Palo Alto, CA

09/09 Director Of Marketing

11/05 to **THINKFREE, INC.**, San Jose, CA

12/07 Director Of Marketing

06/03 to **SCHOOL MESSENGER**, Santa Cruz, CA

09/05 Marketing Manager

CERTIFICATION:

Lithium Community Management Certification, Lithium Technologies

EDUCATION:

University of California, Santa Cruz, CA

Bachelor of Politics