

Jonathan Crow

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Summary

Marketing leader with 15+ years of experience in EdTech, spanning product marketing, demand generation, digital marketing, marketing operations, community engagement, and thought leadership. Experienced building customer-focused messaging, developing multi-channel campaigns, implementing marketing automation and CRM systems, and translating complex products into stories that resonate with educators, administrators, and district leaders. Background includes HubSpot, Salesforce, SEO/SEM, content strategy, analytics, and cross-functional collaboration with sales, product, research, and program teams.

Core Expertise

Product Marketing | Demand Generation | Go-to-Market Strategy | Account-Based Marketing | Content Strategy & Thought Leadership | Customer Stories & Case Studies | SEO/SEM | Paid Search & Paid Social | Marketing Automation & CRM | Lead Management Processes | Community & Advocacy Programs | Webinars & Events | Educator Engagement | Analytics & Performance Reporting | Cross-Functional Collaboration

Technical Skills

HubSpot | Pardot | Eloqua | Salesforce Marketing Cloud | Salesforce | Zoho | Google Analytics (GA4) | Moz | SEMrush | Google Ads | Facebook | LinkedIn | Twitter | Sprinklr | CrowdTangle | Spredfast | Lithium | Jive | Salesforce Communities | Asana | Smartsheet | JIRA

Professional Experience

New Classrooms

Senior Director of Marketing & Communications | Dec 2024–Jan 2026

- Developed and executed a coordinated growth and SEO strategy that increased active users by 59% year over year through SEO, paid search, content marketing, and professional network distribution.

- Increased user engagement by 29% year over year by aligning content strategy, paid media, and educator-focused distribution channels.
- Drove over 40% year-over-year growth in website conversion rates through SEO optimization, content strategy, and improved landing page performance.
- Led social media strategy and day-to-day management, increasing new users by 759% year over year and engaged sessions by 664% year over year through consistent publishing, audience-focused messaging, and performance optimization.
- Led marketing and communications strategy for Teach to One Roadmaps, supporting district and school adoption across multiple states and district contexts.
- Developed state- and district-specific marketing campaigns and landing pages to support implementation, pilots, and co-design partnerships, aligning messaging to local policy, curriculum, and instructional priorities.
- Managed SEO strategy and content optimization, increasing website authority from 25 to 28, improving organic search visibility and long-term content performance.
- Expanded backlink and domain authority by growing referring domains by 33% and doubling total backlinks from 600 to 1.2k through educator-centered thought leadership and content marketing.
- Improved email marketing performance by increasing newsletter open rates from 25% to 28% and click-through rates from 1–2% to 5–6% through segmentation and ongoing optimization.
- Owned end-to-end demand generation across email, website, content marketing, and events, using HubSpot and Google Analytics 4 to track performance and continuously optimize campaigns.
- Built and managed the marketing technology stack, including HubSpot, Salesforce, and GA4, improving visibility into engagement, conversions, and pipeline influence.
- Developed and published educator- and leader-focused thought leadership, including educator-authored blogs, case studies, classroom site visits, and three educator-facing articles distributed through Next Gen Learning Collaborative.
- Translated third-party research and impact studies, including TNTP, ACS Ventures, and AECI II, into clear, credible messaging for educators, administrators, and decision-makers.

- Built and supported an educator advisory council and teacher-authored content program, strengthening community engagement and surfacing authentic classroom insights to inform product marketing.
- Partnered cross-functionally with Product, Program Success, Sales, and Research teams to incorporate educator feedback into product positioning, feature launches, and instructional messaging.
- Produced regular marketing performance reports using HubSpot and GA4 to track engagement, conversion, and channel performance.
- Served as a senior marketing leader during periods of organizational change, providing strategic clarity, prioritization, and continuity across marketing initiatives.

New Meridian Corporation

Sr. Manager, Web & Marketing Operations | Aug 2023–Mar 2024

- Served as a key member of the marketing leadership team, driving the successful deployment of HubSpot CRM and developing a sophisticated lead management process.
- Orchestrated the successful deployment of HubSpot Sales and Marketing CRM, working with sales to build customized reports, workflows, and optimize sales content.
- Managed marketing technology stack, integrating technologies, and maximizing their potential for smooth operations and achieving top four SEO ranking for a competitive keyword.
- Oversaw the marketing technology infrastructure, optimizing platform performance and SEO to elevate the company's search rankings to the top 5 results for key industry terms.
- Spearheaded an Account-Based Marketing strategy, collaborating closely with sales to define ideal customer profiles and enhance targeting.
- Conducted in-depth analyses of marketing and sales metrics, using data-driven insights to inform executive strategies, leading to key sales opportunities in new territories.
- Championed a sophisticated lead management process, utilizing personas, buyers' journeys, and automation to streamline sales workflows, enhancing lead quality.

- Designed CRM lifecycle architecture in HubSpot, defining lead scoring rules, lifecycle stage transitions, lead routing to sales, and automation triggers to support marketing automation, segmentation, and pipeline reporting.

Savvas Learning

Head of Community Engagement / Community Manager | Aug 2019–Jul 2023

- Led a team of marketing professionals to rebrand and relaunch the external customer community, successfully boosting new user registrations by 12%, increasing session engagement by 48%, and improving the customer journey as evidenced by an 8% reduction in bounce rates.
- 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.
- 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.
- Reduced customer support agent workload by four minutes per ticket by developing a self-service process for customer assistance requests, which resulted in a 50% decrease in cases.
- 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 customer support and professional development to highlight self-service options while collecting data to empower the support team.
- Improved SEO performance by identifying optimization opportunities using SEMrush, Google Search Console, Ahrefs, and PageSpeed Insights, increasing Ahrefs domain score from 62 to 70.

Pearson PLC

Senior Digital Marketing Manager / Digital Marketing Manager (Contractor) | Jun 2015–Jun 2019

- 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 through precision targeting and refined messaging.
- Led strategic and tactical planning to create and deploy targeted multi-channel outbound prospecting campaigns driving thousands of Marketing Qualified Leads per month, increasing click-through rates by 5%.
- Pioneered cost-effective social media advertising techniques, producing analytical reports that drove a 53% decrease in cost per click, thereby optimizing the marketing budget and enhancing campaign performance.
- Crafted and implemented inbound marketing and content generation campaigns including website content, testimonials, case studies, blog posts, and sales collateral designed to funnel leads from awareness to action, growing engagement by 5x.
- 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.

CTB / McGraw Hill

Sr. Community Manager / Community Manager | Feb 2010–Nov 2014

- Managed, advised, and created a community of 25 clients with diverse districts and demographics, including teachers and administrators, leading to the identification of numerous product innovations and significant investments in new functionality.
- Established an online community with over 20,000 members, 40,000 views, and 5,000 visits per month.
- Delivered email campaigns to over 100,000 educators, resulting in a fourfold increase in daily website visits.
- 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.
- Conducted webinars, monthly meetings, and annual user events to discuss market trends, improvements, and product roadmaps.

- Increased subscription renewals by 2 percent by engaging educators through targeted content, events, and community programming.

Additional Experience

Intalio, Inc.

Director of Marketing | Jan 2008–Sep 2009

- Produced email marketing campaigns that increased open and click-through rates by roughly 75%.

ThinkFree, Inc.

Director of Marketing | Nov 2005–Dec 2007

- Created email campaigns sent to over 175,000 users, with 30,000 opens, and 5,000 click-throughs.

SchoolMessenger

Marketing Manager | Jun 2003–Sep 2005

- Increased email efficiency by 25% by analyzing data, targeting audiences, and testing programs.
- Doubled sales leads via audience-specific messaging.

Education & Certification

University of California, Santa Cruz

Bachelor of Politics

Lithium Community Management Certification

Lithium Technologies | Feb 2010