**- Jacob Monserrat** -

**Marketing/Demand Generation Expert: Placing the right message, in front of the right people, at the right time for the last 12 years, resulting in marketing excellence.**

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With over a decade of experience in driving growth and innovation in the marketing and tech landscapes, I bring a deep passion for leading high-performing teams and executing successful strategies in fast-paced environments. My career is marked by a consistent track record of delivering significant revenue growth, improving customer retention, and optimizing operations through strategic planning and data-driven decision-making.  
  
Throughout my career, I have excelled in developing and executing commercial strategies that drive business growth across industries such as SaaS and MarTech. I am confident in my ability to lead cross-functional teams, solve complex problems, and translate strategic goals into actionable plans. I am eager to bring my expertise to a new leadership role where I can continue to drive success and inspire teams.

**CORE COMPETENCIES**

* **AI & API Integration:** Proficient in developing custom API solutions using tools like ChatGPT and Claude to streamline marketing processes and enhance customer interactions.
* **Customer Reference Program Management:** Experienced in building and scaling customer reference programs to support sales and customer success efforts.
* **Marketing Automation:** Expertise in implementing and optimizing platforms such as Salesforce, Eloqua, and HubSpot, driving efficiency in campaign management.
* **Data-Driven Strategy:** Strong analytical skills with a focus on using quantitative and qualitative data to inform marketing strategies and improve program outcomes.
* **Cross-Functional Leadership:** Proven ability to lead cross-functional teams, ensuring the successful execution of marketing initiatives in collaboration with sales, customer success, and product teams.
* **Customer Advocacy & Engagement:** Focused on developing strategies that engage and delight customers, enhancing their advocacy and long-term retention.

**PROFESSIONAL EXPERIENCE**

**VSP Global**, Remote • Marketing Strategist and Developer 06/2021 – 08/2024

* Designed and executed marketing automation campaigns, increasing lead generation by and improving customer retention.
* Streamlined marketing operations, reducing campaign execution time.
* Collaborated with cross-functional teams to drive innovative marketing solutions, resulting in an uplift in engagement metrics across all channels.
* Served as the subject matter expert for marketing automation, optimizing Customer Relationship Management (CRM) systems to improve customer segmentation and targeting, leading to an increase in campaign response rates.

**TacticalMA**, Remote • Director of Marketing 12/2018 - 06/2021

* Managed a portfolio of 10+ clients, delivering projects on time and within budget, achieving a 95% client satisfaction rate.
* Led strategic marketing initiatives that resulted in a 25% increase in client revenue through digital transformation and automation.
* Utilized project management tools to achieve a 20% improvement in resource allocation efficiency, reducing project delivery times by 15%.

**LiftIgniter**, Roseville CA • Director of Global Marketing 06/2017 - 12/2018

* Spearheaded global marketing initiatives, growing the sales pipeline from $1.2M to $5M in under 12 months, a 316% increase.
* Enhanced digital presence, leading to a 50% increase in social media engagement and a 40% growth in web traffic.
* Developed and launched a rebranding campaign, increasing brand visibility and attracting 25% more high-value clients.

**Inbound Optimization**, Fair Oaks CA • Owner/Consultant 1/2015 - 11/2017

* Managed creative projects across platforms, increasing client Return on Investment (ROI) by 30% through targeted campaigns and strategic media placements.
* Led business development efforts that expanded the client base by 40%, driving significant revenue growth for the company.
* Consistently delivered projects that exceeded client expectations, achieving a 100% client retention rate during tenure.

**Invitae**, Remote • Director of Demand Generation 04/2015 - 12/2016

* Launched multi-channel marketing campaigns, driving a 25% increase in sales and a 20% improvement in lead quality.
* Collaborated with sales teams to develop lead generation strategies, increasing MQL-to-SQL conversion rates by 30%.
* Leveraged data analytics to optimize campaign performance, resulting in a 15% increase in overall marketing ROI.

**Act-On Software**, Roseville CA • Professional Services Account Manager 02/2015 - 05/2015

* Managed 8-15 premier accounts, including top-tier clients, while coaching and mentoring team members to ensure customer excellence.
* Identified and secured new revenue opportunities, enhancing clients' marketing efforts, increasing sales, and maximizing ROI.
* Acted as the sales team's marketing automation expert, advising on CRM optimization and campaign strategies to drive customer success using Act-On.

**Customer Success Manager** 02/2014 - 02/2015

* Managed customer portfolios, ensuring successful software adoption and ongoing satisfaction.
* Cultivated relationships to secure revenue, identify upsell opportunities, and drive customer success.
* Guided new customers through implementation, aligning strategies with their business goals.
* Resolved customer challenges efficiently, conducting regular account reviews to optimize ROI.
* Collaborated with Sales, Support, and Product teams to meet customer needs and drive product enhancements.

**Technical Support Engineer** 11/2012 - 02/2014

* Provided technical support and resolved customer-reported issues.
* Collaborated with teams to develop and implement solutions that improved customer satisfaction and product functionality.

**EDUCATION**

**Business Marketing** • Hawaii Pacific University, Honolulu, HI | 2000 - 2003

**TECHNICAL SKILLS**

* **AI & API Tools:** ChatGPT, Claude, Custom API Development
* **Marketing Platforms:** Salesforce Marketing Cloud, Eloqua, HubSpot, Marketo, Act-On Software, ActiveCampaign, Constant Contact, Qualtrics, Survey Monkey and many other marketing automation platforms.
* **Form/Survey Tools:** Qualtrics, SurveyMonkey, Gravity Forms, Contact Form 7, WPForms
* **CRM:** Salesforce, SugarCRM, Microsoft Dynamics, Zoho, HubSpot, NetSuite
* **Project Management Tools:** Asana, Trello, Jira, Wrike, Monday, Zendesk
* **Analytics Tools:** Google Analytics, Tableau, Power BI, Eloqua, Meta
* **Social Media Optimization/Advertising:** Meta, LinkedIn, YouTube
* **SEO/SEM:** Google AdWords
* **Regulatory:** CAN-SPAM, GDPR, CASL, HIPAA compliance expert
* **Other tools/skills:** Zapier, HTML, CSS, Python, C++, Basic, SQL

**AWARDS & RECOGNITION**

* **Top Performer Award:** Recognized as a top performer in Marketing Strategy for four consecutive years, highlighting successful campaign management and collaboration with sales teams to improve lead conversion rates.
* **Top 500 Advertisers on Facebook (2016):** Recognized for driving one of the most effective ad campaigns.

**VOLUNTEER WORK**

**Canine Companions for Independence (CCI):** Raised 9 CCI dogs to assist individuals with disabilities.