

# JACOB MONSERRAT

MARKETING/DEMAND GENERATION EXPERT



## CONTACTS

(279) 599-0210



jacobmonserrat@gmail.com



Fair Oaks, CA, Fair Oaks,  
95628, United States



## ABOUT ME

With over a decade of experience in marketing and technology, I am passionate about driving growth and leading high-performing teams. My career is distinguished by a consistent track record of delivering significant revenue growth, enhancing customer retention, and optimizing operations through strategic planning and data-driven decision-making. I excel in developing and executing commercial strategies, particularly within the SaaS and MarTech industries. My expertise allows me to lead cross-functional teams, solve complex problems, and translate strategic goals into actionable plans. I am eager to bring my skills and innovative mindset to a new role where I can continue to grow and develop new strategies.

## SKILLS

Lead Scoring and Nurturing

Cross-Functional Leadership

Social Media Campaigns

Marketing Automation

Project Management

Data-Driven Strategy

Funnel Optimization

AI & API Integration

Lead Generation

Analytics tools

AI

B2B Marketing

B2C Marketing

CRM Systems

ABM

SEM

SEO

API

## LANGUAGES

English

German

Japanese

Spanish

## WORK EXPERIENCE

### Marketing Strategist and Developer, VSP Global, Remote

Jun 2021 - Aug 2024

- Strategically designed and executed marketing automation campaigns, boosting lead generation and enhancing customer retention by 16%.
- Streamlined operations to cut campaign execution time by 25%, driving a 10% rise in annual revenue.
- Collaborated with cross-functional teams to innovate marketing solutions, achieving a 20% increase in engagement metrics across all channels.
- Optimized CRM systems as a marketing automation expert, improving customer segmentation and targeting, resulting in a 35% surge in campaign response rates.

### Strategic Account Manager, TacticalMA, Remote

Dec 2018 - Jun 2021

- Independently managed one-third of all strategic accounts, overseeing a portfolio that generated \$1.5M in annual recurring revenue
- Achieved 100% client retention rate while driving 25% average revenue growth across managed accounts through strategic digital transformation and automation initiatives
- Improved account efficiency by 20% through innovative project management methodologies and streamlined client communication processes
- Developed and implemented custom solutions for enterprise clients, resulting in 15% faster project delivery times, consistently exceeding ROI targets

### Director of Global Marketing, LiftIgniter, Roseville, CA

Jun 2017 - Dec 2018

- Spearheaded global marketing initiatives, driving a 316% increase in the sales pipeline from \$1.2M to \$5.7M in under 12 months.
- Enhanced digital presence, achieving a 50% increase in social media engagement and a 40% growth in web traffic.
- Developed and launched a rebranding campaign, boosting brand visibility and attracting 25% more high-value clients.

### Owner/Consultant, Inbound Optimization, Fair Oaks, CA

Jan 2015 - Nov 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 36%, driving significant revenue growth for the company.
- Consistently delivered projects that exceeded client expectations, achieving a 100% client retention rate during tenure.
- Implemented a customer loyalty program for a client that was dealing with high churn.
- The program reduced churn from 15% to 3%.

### Director of Demand Generation, Invitae, Remote

Apr 2015 - Dec 2016

- Designed and implemented multi-channel marketing campaigns, boosting sales by 25% and enhancing lead quality by 20%.
- Collaborated with sales teams to refine lead generation strategies, elevating MQL-to-SQL conversion rates by 16%.
- Harnessed data analytics to optimize campaign performance, driving a 12% increase in overall marketing ROI.
- Boosted sales by 25% via multichannel marketing campaigns
- Enhanced lead quality by 20% with refined strategies
- Raised MQL-to-SQL conversion rates by 16% with sales team

### Professional Services Account Manager, Act-On Software, Roseville, CA

Nov 2012 - May 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.

## EDUCATION

Business Marketing, Hawaii Pacific University, Honolulu, HI

2003

## LINKS

LinkedIn:

[linkedin.com/in/alohaipm](https://www.linkedin.com/in/alohaipm)

OnlySnails:

<https://onlysnails.com>