

Jason M Bunnell

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Dallas, Texas

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Data Driven Marketing Leader

Skills

- Marketing Strategy
- Search Engine Marketing (SEM)
- Social, Video, Digital Campaigns
- eCommerce Marketing
- Reviews & Reputation Management
- Site & Product Page Optimization
- Marketing Automation
- Marketing Analytics
- Data & Statistical Analysis
- KPI Authoring & Tracking
- Customer Segmentation
- Budget Management

Degree: Baylor University, BBA (1997)

Industries: eCommerce, Software as a Service (SaaS), Consumer Packaged Goods, Hospitality, Beverage, Telecom, Quick Service Restaurants

Technologies: Advanced Excel, MS Office, Data Management (SQL, Mongo), JavaScript, Python, Google Analytics, Google Search Console, Google Business, Google Ads, Amazon Marketing Services, Amazon VC & SC, Amazon AWS, Dashboarding (QlikView, QuickSight), CRM (SalesForce, HubSpot), CMS (WordPress, Drupal, Magento), DoubleClick

Certifications

Google Ads Certification (2019)

Google Analytics Individual Qualifications (2016)

HubSpot Inbound Marketing Certification (2019)

Work Experience

Blue Gorilla

Marketing Consultant

Dallas, Texas

Jan 2014 - current

Marketing Strategy - Led product marketing efforts including defining product scope, setting key milestones, tracking project deliverables, tracking project expenses, and creating business models for 4 Software as a Service (SaaS) concepts. Analyzed on site customer behavior through sales funnels and improve bounce rates on low performing pages.

Digital Marketing & Search Engine Marketing (SEM) – Ran digital marketing campaigns on search, social, and video platforms. Accumulated keyword performance data in an SQL database and leveraged to optimize content for improved organic search and conversion

results. Optimized ads by adjusting bids, segmenting campaigns, and optimizing media to lower cost per acquisition (CPA) and increase click through rate (CTR) and conversion.

Growth Hacking - Created low cost, high yield marketing initiatives utilizing social media, search, content marketing, mobile apps, and influencer endorsements. Created a YouTube channel that gained 40k views and using a customer advocacy strategy. Wrote content marketing articles to gain visibility and valuable backlinks generating search and referral traffic. Designed and built a mobile app that gained thousands of users with no paid ads.

Marketing Qualified Lead Generation – Leveraged web properties, 3rd party databases, and mobile applications to obtain and qualify leads. Acquired 10k+ leads of optometrist and used 5 criteria to score and prioritize leads in CRM. Implemented marketing automation and lead generation for a rebranded hotel chain that increased occupancy to 80%.

Financial Modeling - Built several financial models including product P&Ls, project budgets, and detailed revenue models. Increased the revenue opportunity for one startup by shifting their business model from B2C to B2B increasing their revenue potential by 250%.

endygo

Arlington, Texas

Digital Marketing Manager

May 2017 – Aug 2018

Digital Marketing & Search Engine Marketing (SEM) - Manage \$650k+ in annual marketing spend that drove an incremental 19% or \$2.1M in revenue for 9 brands. Developed the marketing strategy for paid search and social media campaigns. Optimized pay per click (PPC) campaigns to improve conversion rate from under 2% to over 6% while increasing visibility with 5M+ weekly impressions and increases advertising return on investment (ROI) by reducing acquisition costs by a third.

eCommerce - Lead several eCommerce branding and merchandising initiatives on Amazon Vendor Central, Amazon Seller Central, Wayfair, and Overstock. Optimize product pages by A/B testing site content like photos, video, and keyword dense titles and product features. Measured optimization impact by monitoring conversion rate by category.

Keyword Data Analysis & Search Engine Optimization (SEO) - Continuously update campaigns and content to improve organic and paid search performance. Perform keyword research using tools, competitor analysis, and customer questions. Maintained an SQL database of over 100k+ keywords with weekly performance data. Segmented keywords by campaign strategy, product group, and search intent to optimize product page content.

Marketing Data - Administer an SQL database of product information for 10k+ SKUs, multiple channel online sales data, campaign data, and screen scrapped information like reviews. Built dashboards to present marketing initiatives, product performance, and various KPIs to clients on weekly calls or face-to-face client meetings.

Sabre

Irving, Texas

Strategy & Marketing Analytics

Jun 2008 – Jan 2014

Strategy - Created marketing strategies supported by 20+ marketing initiatives including product development, product marketing, events, email, and various advertising campaigns.

Marketing Analytics - Authored and tracked various KPIs for marketing initiatives and updated executive dashboard. Provided detailed analytics for specific projects and products. Subject matter expert on several travel advertising products.

Marketing Initiative Prioritization - Prioritized 50+ marketing initiatives and \$100M+ marketing budget by financially quantifying business impact. Built financial business cases for new initiatives and quantified financial impact for long term projects. Helped select and prioritize marketing initiatives to keep within budgetary constraints.

Executive Dashboard – Created an executive dashboard to display the status of 20+ marketing initiatives worth over \$100M+ in marketing spend and assigned key APIs. Reported performance by group, initiative, customer segment, and region.

Customer Segmentation - Led a customer segmentation project that categorized 20k+ agencies into 4 customer segments and estimated value contribution by segment.

Sabre

Senior Financial Analyst

Irving, Texas

Oct 2004 – Jun 2008

Dr Pepper Snapple Group

Financial Analyst

Texas

2003 – 2004

MCI WorldCom

Financial Analyst

Texas

2000 – 2003

First Oak Capital

Owner / Franchisee Operator

Texas

1998 – 2000

Trained and managed a team of 20+. Ran various low cost, high yield marketing initiatives including print, direct mailers, coupons, and loyalty program. Managed day to day business operations including revenue management, franchise payment calculations, inventory, and payroll. Built a multi-million-dollar location and oversaw all aspects including planning, construction, and operations. Successfully sold the business to a private investment group and delivering a substantial return on investment.

Pizza Inn – Attended franchise training in Dallas, Texas.

Quiznos – Attended franchise training in Boulder, Colorado.

TCBY - Attended franchise training in Little Rock, Arkansas.

Exxon - Attended dealer training in Irving, Texas.

Volunteer

Champions of Hope

Student Mentor

Dallas, Texas

2011 - current