

Jason M Bunnell

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Data Driven Marketing Leader

Skills

- Search Engine Marketing (SEM)
- eCommerce Marketing
- Digital Marketing
- Marketing Strategy
- Marketing Analytics
- KPI Authoring & Tracking
- Data Analysis
- Customer Segmentation

Degree: BBA, Baylor University (1997)

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

Technologies: Advanced Excel, MS Office, HTML, CSS, Javascript, SQL, Google Analytics

Work Experience

endygo

Marketing Manager

Arlington, Texas

2017 - 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.

Search Engine Optimization (SEO) - Continuously update campaigns and content to improve organic and paid search performance. Perform keyword research using online tools, competitor analysis, and analyzing an internal database of over 100k+ keywords with keyword performance data by week.

Marketing Data - Administer an SQL database of product information for 10k+ SKUs, over 100k+ keywords, pay per click (PPC) performance, advertising campaign and sales data from Amazon Vendor Central, Amazon Seller Central, Wayfair, and Overstock. Built dashboards to present marketing initiatives, product performance, and various KPIs to clients on weekly calls or face-to-face client meetings.

Blue Gorilla

Dallas, Texas

Marketing Consultant

2014 - 2017

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.

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 which increased revenue potential in the first 3 years by more than 250% through software licensing deals. Estimated project return on investment (ROI) and identified several cost saving or unrealized revenue opportunities.

Growth Hacking - Led several low cost, high yield marketing initiatives utilizing social media, organic search, content marketing, and influencer endorsements. Created a YouTube channel that gained 30k views. Wrote articles for publications and high traffic blogs to raise visibility and gain valuable backlinks that generated explosive growth. Content organically ranked above-the-fold for target search terms on Google.

Lead Generation - Led customer acquisition projects that used a freemium mobile and desktop application to acquire and qualify leads and important them into a customer relationship management (CRM) tool. Acquired 10k+ leads of optometrist within a target market, identified 3 qualifiers, added custom fields, and imported lead data into Salesforce.

Sabre

Irving, Texas

Strategy & Marketing Analytics

2008 - 2014

Strategy - Participated in the creation of 4 annual marketing strategies that included 50+ marketing initiatives including product development, product marketing, events, and various advertising campaigns.

Marketing Initiative Prioritization - Prioritized 50+ marketing initiatives and \$100M+ marketing budget by financially quantifying business impact.

Customer Segmentation - Led a customer segmentation project that categorized 20k+ agencies into 4 customer segments, estimated transactional contribution by segment, and imported data in the customer relationship management (CRM) tool.

Marketing Analytics - Authored and tracked various KPIs for marketing initiatives and assisted in the development of executive and employee dashboards.

Senior Financial Analyst

2004 – 2008

Dr Pepper Snapple Group, MCI WorldCom

Texas

Financial Analyst

2000 – 2006

First Oak Capital

Lewisville, Texas

Franchise Owner Operator

1998 – 2000

Certifications

Google AdWords Certification (2019)

Google Analytics Individual Qualifications (2016)