

# JON PERRIER

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## SUMMARY

A results-driven marketing leader with over 6 years of industry experience, including three years in VC-backed Series B cybersecurity firms. Proven track record of managing marketing technology stacks and leading teams to execute marketing objectives, driving significant pipeline growth of \$7-12M. Skilled in effectively communicating marketing strategies to cross-functional teams, resulting in a 30% increase in revenue, and a 20% increase in new logo opportunities. Collaborated closely with sales teams to develop targeted campaigns, driving a 177% surge in Sales Qualified Leads. Adept at optimizing marketing automation platforms, driving a 50% increase in lead generation. Identified and resolved operational bottlenecks, driving a 30% increase in efficiency. Successfully led the implementation of ABM platforms, resulting in a 50% monthly growth in customer engagement. Demonstrated expertise in web development and marketing operations, generating \$100k in annual cost savings. Excited to leverage extensive marketing experience to enhance operational efficiency and drive success in marketing initiatives.

## PROFESSIONAL EXPERIENCE

### Marketing Operations Manager, PlainID | Remote

March 2023 – January 2024

- Reported to the Director of Marketing managing our marketing technology enabling a team of 5 to execute marketing objectives increasing revenue by 30% and influencing \$7M in new pipeline across 50 opportunities.
- Collaborated closely with sales teams to develop targeted campaigns, resulting in a 177% increase in Sales Qualified Leads.
- Optimized marketing automation platform resulting in a 50% increase in lead generation, adding 10,000 new contacts.
- Increased Marketing Qualified Leads by 60% and improved Marketing Qualified Lead conversion by 100%.
- Supported international teams in the US, EMEA, and global campaigns with a \$2 million budget.
- Successfully implemented and maintained the HubSpot-Salesforce integration, achieving 0 sync errors and 0 duplicates within the first 30 days, improving customer engagement and data accuracy.
- Implemented ABM platform Demandbase in less than 3 months, achieving 1 million impressions per month and 70%+ account reach.
- Launched ABM campaigns that drove 50% growth in customer engagement and 36% growth in Marketing Qualified Accounts.
- Enhanced form conversion rates by 5% through landing page optimization and implementing form completion technology using ZoomInfo.

### Marketing Operations Manager, Illusive | Remote

December 2020 – December 2022

- Administered HubSpot platform as the primary administrator, optimizing landing pages and website for demand generation campaigns, resulting in a \$12.5 million marketing-influenced pipeline.
- Managed web development and marketing operations, yielding over \$100k in annual cost savings.
- Achieved 100% of Sales Qualified Leads goal from marketing efforts, contributing to a 20% increase in new logo opportunities.
- Increased website traffic by 50% Year Over Year, with an 80% increase in view-to-submission rate.
- Facilitated a team of 6 in executing cross-channel marketing campaigns, leading to a 20% increase in lead generation.
- Launched and managed 6sense ABM platform, resulting in over a 100% increase in account engagement, accelerating account velocity.

- Achieved a 130% increase in email click-through rate through strategic lead nurturing and retargeting campaigns.
- Owned marketing reporting and provided optimization recommendations that track key performance indicators and identify areas for improvement.

#### **Marketing Automation Manager**, Modus | Minneapolis

*March 2019 – December 2020*

- Implemented campaigns, landing pages, emails, and web assets improving operational efficiencies by 45%.
- Assumed 100% of marketing operations and HubSpot web development expertise saving over \$100k annually.
- Implemented and managed 6sense ABM platform leading to a 100% increase in account engagement.

#### **Senior Marketing Automation Specialist**, Parqa | Minneapolis

*January 2018 – March 2019*

- Led optimization of marketing automation initiatives, resulting in over a 50% increase in pipeline and achieving form conversion rates exceeding 25%.
- Enhanced email engagement rates by 50% through the implementation of targeted content and personalized messaging, effectively resonating with the audience.

#### **Digital Marketer/Web Manager**, Freelance | Minneapolis

*April 2014 – January 2018*

- Effectively coordinated and managed inbound marketing processes alongside web development projects tailored specifically for small and medium-sized businesses, resulting in a remarkable 50% growth in business and facilitating expansion into new geographic locations.

#### **Marketing Specialist**, Synecore Technologies | Eden Prairie, Minnesota

*October 2011 - September 2012*

- Served as the administrator for a HubSpot Certified Partner Agency and key accounts, effectively managing client relationships and implementing strategic marketing initiatives that resulted in a remarkable 100% increase in revenue.

## **SKILLS**

Marketing Operations  
HubSpot Administration  
Marketing Automation

Account-Based Marketing  
Demand Generation  
Email Marketing

Data-driven Insights  
Social Media Ads  
Website Management

## **EDUCATION**

### **Bachelor of Business Administration**

*May 2011*

University of Wisconsin–Eau Claire – Entrepreneurial Business Management and Marketing