

Josh Beard

Marketing Automation Leader · Leo's Dad · Buckeye

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SUMMARY

Business and Marketing Automation Leader with extensive experience in B2B organizations, specializing in delivering innovative, data-driven marketing solutions. Proven track record of success in improving email campaign performance metrics and leading cross-functional teams to achieve business objectives.

Expertise in marketing automation platforms, including Salesforce Marketing Cloud (SFMC), and a deep understanding of the leading sales and marketing technologies.

When I'm not at work, you can find me exploring home improvement projects, spending time outdoors, and cheering on the Buckeyes with my family in Columbus, Ohio.

EXPERIENCE

Vice President, Product Manager

JPMorganChase

📅 02/2023 - Present 📍 Columbus, OH

- Oversaw the Marketing Automation Platform as product manager and admin for 100+ users of Salesforce Marketing Cloud (SFMC).
- Drove significant improvements in email campaign performance, resulting in 3.5MM Marketing Emails sent YTD with a Delivery Rate growth of 2% (96.4 to 98.3), Open Rate growth of 19% (30.8 to 36.5), Click Rate growth of 50% (1.6 to 2.4) and Click-to-Open Rate growth of 30% (5.0 to 6.5).
- Led cross-functional teams in the successful implementation of new marketing automation initiatives, collaborating with stakeholders across product, marketing, and technology.

Senior Associate, Marketing Delivery Lead

JPMorganChase

📅 02/2021 - 01/2023 📍 Chicago, IL

- Lead contributor and subject-matter expert for Marketing Automation Platform switch from Adobe Marketo to Salesforce Marketing Cloud.
- Senior strategic partner for marketing automation programs across multiple lines of business in Commercial Banking. Ensured compliance to regulatory requirements and controls such as CAN-SPAM, CASL, GDPR, etc.
- 2.8MM Marketing Emails sent 2022 and 1.5MM Marketing Emails sent 2021 (numbers exclude marketing events).

Associate, Marketing Automation Associate

JPMorganChase

📅 03/2019 - 02/2021 📍 Chicago, IL

- Strategic partner for marketing automation programs in Middle Market and Corporate Client Banking; collaborated with key stakeholders in sales, marketing and business development to conceptualize campaign strategy, requirements and design.
- 253 Marketing Campaigns executed end-to-end in 2020 for partners across lines of business.

Freelance Marketing Professional

Josh D Beard LLC

📅 07/2018 - 01/2019 📍 Chicago, IL

- Consulted on web strategy, email marketing strategy, and HTML template development.

EXPERIENCE

Marketing Manager

Transmet Corporation

📅 07/2016 - 06/2018 📍 Columbus, OH

- Led major ESP switch from iContact to Pardot. Click Rate growth of 72% and Open Rate growth of 40%.
- Improved quality of data and reporting in Salesforce. Helped reduce average sales cycle time from 9.7 months to 5.0 months. Contributed to 24% increase in Sales Qualified Leads and 68% Inbound Leads.
- Produced marketing content to educate Customers and Product Distributors. Website Visitors grew 412% year-over-year, Case Study Downloads grew 148%, and Video Views grew 124%.

Marketing Associate

Transmet Corporation

📅 08/2014 - 07/2016 📍 Columbus, OH

- Earned full-time position after internship to develop marketing and boost new business at 14-person private manufacturer.
- Took over leadership of weekly "walk and talk" meetings to share improvements among colleagues. Participation increased 273%.
- Implemented new logo and branding, updated website to be mobile-friendly and took ownership of email marketing campaigns. Grew lead base from 6K to 24K in Salesforce.

Export Intern

Transmet Corporation

📅 01/2014 - 08/2014 📍 Columbus, OH

- Selected for inclusion in Ohio Export Internship Program at Fisher College of Business. Extensive education component before a full-time internship. Joined local SMB Manufacturer, Transmet Corporation, to overhaul and improve export business.
- Identified market for product in Mexico's automotive industry, leading to a new company relationship with a local Distributor. Arranged international orders to Canada, Mexico, Spain, Netherlands, New Zealand, and Argentina.

SKILLS

Marketing Automation	Email Marketing	Team Leadership	Close Attention to Detail	SQL for SFMC
Email Deliverability	Salesforce Marketing Cloud	Marketo	Marketing Strategy	Digital Marketing
Marketing Communications	Sales Prospecting	Social Media Marketing	Customer Satisfaction	
Entrepreneurship	High Organizational Skills	Training	Photoshop	Export
Trade Shows	Public Speaking	HTML Emails	Inbox Testing	SQL
				Googling

EDUCATION

Bachelor of Science in Business Administration (BSBA)

The Ohio State University Fisher College of Business

📅 09/2010 - 12/2014 📍 Columbus, OH

- Marketing Specialization, Entrepreneurship Minor