

JOSH BEARD

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Summary

Marketing Automation Leader and Product Manager with 10+ years of experience in B2B organizations, specializing in implementing and optimizing enterprise marketing technology.

Key Accomplishments

- Led enterprise-wide migration from Adobe Marketo to Salesforce Marketing Cloud, resulting in 19% increase in open rates and 50% improvement in click-through rates.
- Implemented data-driven optimization strategy that improved email delivery rates from 96.4% to 98.3% across 3.5MM annual marketing communications.
- Reduced average sales cycle time from 9.7 to 5.0 months through strategic marketing automation and improved Salesforce data quality.
- Grew inbound leads by 68% and increased Sales Qualified Leads by 24% through targeted content campaigns and SEO optimization.

Experience

JPMorganChase

2019-2025

Global financial services firm providing commercial banking, investment banking, and asset management services.

Vice President, Product Manager | 2023-2025

- Served as Product Manager and administrator for enterprise Marketing Automation Platform, supporting 100+ users of Salesforce Marketing Cloud
- Developed and executed comprehensive email optimization strategy resulting in:
 - 19% growth in open rates (30.8% to 36.5%)
 - 50% improvement in click rates (1.6% to 2.4%)
 - 30% increase in click-to-open rates (5.0% to 6.5%)
- Led cross-functional teams in implementing new marketing automation initiatives, collaborating with stakeholders across product, marketing, and technology

Senior Associate, Marketing Delivery Lead | 2021-2023

- Spearheaded migration from Adobe Marketo to Salesforce Marketing Cloud as technical lead and subject matter expert

- Managed delivery of 2.8MM marketing emails in 2022 (87% growth from previous year)
- Established governance framework ensuring compliance with regulatory requirements including CAN-SPAM, CASL, and GDPR

Associate, Marketing Automation Associate | 2019-2021

- Executed 253 end-to-end marketing campaigns for partners across Middle Market Banking and Corporate Client Banking
- Created standardized campaign templates reducing campaign setup time by 60%

Transmet Corporation

2014-2018

Industrial manufacturer specializing in metal powders and specialized coating materials.

Marketing Manager | 2016-2018

- Led marketing automation platform migration from iContact to Pardot, achieving:
 - 72% improvement in click rates
 - 40% growth in open rates
 - 68% increase in inbound leads
- Optimized Salesforce data quality and reporting, reducing average sales cycle from 9.7 to 5.0 months
- Developed content marketing strategy delivering 412% growth in website traffic and 148% increase in case study downloads

Marketing Associate | 2014-2016

- Implemented mobile-responsive website design increasing mobile conversions by 55%
- Expanded marketing database from 6,000 to 24,000 qualified contacts
- Established weekly improvement meetings increasing team participation by 273%

Education

Bachelor of Science in Business Administration

2014

The Ohio State University Fisher College of Business | Marketing

- Minor in Entrepreneurship
- Marketing Capstone Winning Team