



# JOSH BEARD

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## OBJECTIVE

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Marketing Professional with 10+ years of B2B enterprise experience specializing in implementing and optimizing marketing technology solutions. Proven track record of driving significant improvements in email campaign metrics, reducing sales cycles, and leading successful platform migrations.

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## EXPERIENCE

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### JPMorgan Chase & Co.

#### **Vice President, Product Manager** (Feb 2023 – Jan 2025)

- Supported 100+ users in Salesforce Marketing Cloud as product manager and administrator of enterprise marketing automation platform
- Managed complex journeys and automations and wrote SQL queries for marketing campaigns totaling 4.5MM+ marketing emails and 400+ marketing events annually
- Created Salesforce Reports for partners and owned monthly product KPI reporting to Head of Product, where our email optimization strategy resulted in 19% growth in open rates, 30% growth in click-to-open rates, and 50% growth in click rates

#### **Senior Associate, Marketing Delivery Lead** (Feb 2021 – Feb 2023)

- Implemented governance framework for ensuring compliance with regulatory requirements (CAN-SPAM, CASL, GDPR) while managing delivery of 2.8MM+ marketing emails annually (87% growth)
- Spearheaded enterprise migration from Adobe Marketo to Salesforce Marketing Cloud, responsible for keeping daily communications live while acting as technical lead and subject matter expert for new integration with Salesforce CRM (390K+ Contacts)

#### **Associate, Marketing Automation Associate** (Mar 2019 – Feb 2021)

- Executed 250+ end-to-end marketing campaigns for the Innovation Economy, Middle Market Banking, and Corporate Client Banking business units
- Took ownership of Middle Market Insights newsletter, sent to 10K+ executives weekly

## **Transmet Corporation**

### **Marketing Manager** (Jul 2016 – Jun 2018)

- Led marketing automation platform migration from iContact to Pardot, achieving 72% improvement in click rates, 40% growth in open rates, and 68% increase in inbound leads
- Developed content marketing strategy delivering 148% increase in case study downloads and 124% growth in video views
- Implemented SEO best practices including mobile optimization, content consolidation, and sitemap submission resulting in 412% growth in organic website traffic
- Optimized Salesforce CRM data quality and reporting, reducing average sales cycle time from 9.7 to 5.0 months

### **Marketing Associate** (Aug 2014 – Jul 2016)

- Expanded Salesforce CRM Contacts from 6K to 24K based on Job Title, NAICS, SIC, and target accounts
- Led weekly “walk and talk” continuous improvement meetings with entire company, increasing team participation by 273%
- Took ownership of email marketing campaigns and implemented new branding

### **Export Intern** (Jan 2014 – Aug 2014)

- Identified target market for a Distributor relationship in Mexico

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## **EDUCATION**

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### **The Ohio State University, Fisher College of Business**

#### **Bachelor of Science in Business Administration** (2010 – 2014)

- Marketing Major, Entrepreneurship Minor

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## **AWARDS AND ACKNOWLEDGEMENTS**

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- Ohio Export Internship Program, Fisher College of Business Office of Global Business
- Marketing Capstone Competition Winning Team, Dr. Shashi Matta, Fisher College of Business