

# Luke Johnson

CMO at EmailVibe | Ex-Google

United States · [Contact Info](#)



EmailVibe



Washington University in St. Louis

## About

Entrepreneurial marketing leader with 8+ years of experience specializing in product marketing, demand generation, and go-to-market strategies for both startups and large tech companies. Proven track record of driving user engagement, revenue growth, and launching high-impact campaigns through cross-functional collaboration. Adept at aligning product development with marketing initiatives to maximize business growth and customer satisfaction.

## Experience



### Chief Marketing Officer

EmailVibe

May 2021 - Present · 3 years 1 month

Increased overall sales by 40% through integrated marketing strategies across advertising, social media, and influencer management, driving cross-channel consistency and visibility. Enhanced customer retention rates by 35% through automated loops, reducing churn and driving a 25% increase in repeat business. Expanded market share by launching new product features that boosted user satisfaction by 20% and contributed to a 15% increase in lifetime value for key accounts. Shaped the overall product strategy, collaborating with leadership to introduce new features that positioned EmailVibe as a market leader for SaaS email marketing solutions.



### Google

Full-time · 4 yrs 9 mos



### Product Marketing Manager

Jul 2018 - Apr 2021 · 2 yrs 10 mos

Executed comprehensive go-to-market strategies for high-priority product lines, driving a 40% increase in product adoption and boosting sales by 15%. Partnered closely with product, sales, and marketing teams to align go-to-market efforts with product development, leading to the successful launch of 5 new product features that exceeded performance benchmarks by 20%. Launched training programs that improved team productivity by 20%, reducing onboarding time by 25% for new employees.



### Growth Manager

Aug 2016 - Jul 2018 · 2 yrs

Led cross-functional collaboration with IT, operations, and design teams to launch 20+ growth initiatives annually, including optimizing landing pages, launching new user flows, and implementing 7 new systems, resulting in an 18% boost in conversion rates and a 14% YoY increase in order volume. Leveraged data-driven insights to enhance user experience, streamline workflows, and cut operational costs by 10%.

## Education



### Washington University in St. Louis

Bachelor of Science · Marketing

2012 - 2016