

JEFF CHIARELLI

HEAD OF MARKETING

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PROFILE STATEMENT

Seasoned marketing executive with a proven track record of leading multi-unit and multi-channel marketing and branding initiatives that consistently exceed ambitious business objectives. Leveraging cutting-edge technology, I have spearheaded transformative programs and projects with significant revenue impacts. My comprehensive skill set enables me to tackle complex marketing challenges with innovative, solution-oriented approaches. Known for resilient leadership and a relentless “can-do” attitude, I possess deep expertise in digital marketing and lead generation, leveraging data-driven decision-making to optimize ROI and drive sustained growth.

EXPERTISE

- Lead Generation / Customer Acquisition & Growth
- Paid & Organic Search Engine Marketing
- Social Media Marketing & Reputation Management
- TV, Radio & Outdoor Marketing
- Marketing Automations
- Web Analytics & Email Marketing
- Conversion Rate Optimization
- Web Design / Development
- Project Management
- Cross-Functional Team Leadership & Alignment

WORK EXPERIENCE

2023 - Current

Spence- Career Copilot

Remote

HEAD OF PRODUCT MARKETING

Strategically guide the marketing efforts and influence product direction for GetSpence.ai, a Generative AI-powered career copilot. Oversee the product roadmap, design user-centric landing pages, and conduct user testing. Develop and implement marketing strategies to boost user acquisition and retention. Support the development of new features, including an autopilot job search tool. Provide data-driven recommendations to enhance adoption and engagement. Collaborate with cross-functional teams to ensure cohesive development. Report on KPIs and metrics to track product success and identify opportunities for improvement.

- Increased user acquisition by 20% MoM through targeted marketing campaigns
- Improved user retention rate by 22% through improved UX/UI design and user testing
- Boosted landing page CR's by 15% QoQ through data-driven design optimizations
- Increased engagement by 25% via successful launch of three new product features

2012 - 2023

Ogle School

Arlington, TX

HEAD OF MARKETING

Architected and executed the strategic shift from Ogle's outdated traditional marketing approach to cutting-edge digital marketing techniques. Leveraged data analytics, emerging technologies and automation to re-engineer the marketing funnel, optimizing lead generation and prospect engagement and positioning the organization for scalable, long-term growth.

- 2.26x increase in annual lead volume
- 2x increase in annual application volume
- 30% increase in annual conversion rate
- 4x Modern Salon Marketing Innovation Winner
- Automated recruitment outreach processes (phone, email, text) and lead processing
- Led all SEO, PPC, Social Media, CRO & ORM efforts
- Produced commercial TV spots, in-house video productions & web series
- Member of executive team that helped secure iGlobal's 2022 Independent Sponsor DOY

2009 - 2012

ThinkFinance

Fort Worth, TX

SR. MARKETING MANAGER

Designed and led high-growth online acquisition and retention strategies for multiple financial services entities, utilizing a sophisticated multi-channel approach encompassing paid and organic search, display, affiliate, lead generation, email, and social media. Managed a \$15 million annual marketing budget and was fully accountable for its P/L. Innovated the brand's competitive positioning through targeted advertising campaigns and strategic content.

- Boosted web traffic by 150% and doubled YoY conversions
- Elevated conversion rates by 85% through A/B testing
- Reduced CPA by 30% via CRO & Campaign Optimization
- Implemented enterprise analytics for improved decision-making
- Orchestrated key vendor integrations to fuel innovation
- Oversaw comprehensive marketing operations including SEO, PPC & Social Media

WORK EXPERIENCE

(CONTINUED)

2008 - 2009

Fitz & Floyd

Lewisville, TX

E-COMMERCE MANAGER

Entrusted with full ownership of the online customer experience, including design, content, navigation, and overall site functionality. Orchestrated multi-faceted online advertising and merchandising strategies, incorporating digital promotions, email campaigns, and on-site merchandising tactics. Launched and optimized various marketing channels, leading to tangible gains in traffic, orders, and revenue.

- Elevated site traffic by 40% through channel optimization (SEO, SEM, Email, Display)
- Increased orders by 20% and revenue by 35% via site redesign and checkout enhancements
- Delivered regular KPI reports to the executive team, informing data-driven strategies

2006 - 2008

Handmark

Southlake, TX

E-COMMERCE MANAGER

Entrusted with steering the strategic planning and execution of all online marketing and eCommerce initiatives for industry-leading mobile platform selling applications and games for Android, Blackberry, Windows Mobile and PalmOS devices. Orchestrated the desktop store's optimization and led the mobile store's launch, leveraging a multi-channel marketing strategy that consistently drove traffic and revenue growth.

- Sustained a 25% annual increase in traffic through multi-channel marketing (SEO, SEM, Email, Affiliate)
- Boosted YoY revenue by 30% via site enhancements and targeted email campaigns
- Doubled conversion rates and AOV through A/B testing and advanced analytics
- Presented monthly KPI metrics to executive team, providing actionable insights

2001 - 2006

Verizon Superpages

Coppell, TX

WEB DESIGN & DEVELOPMENT TEAM LEAD

Managed a 15-member team responsible for website development and online marketing for Verizon advertisers. Conceived and launched an efficiency-boosting system that gained nationwide adoption. Drove team performance through data-driven approaches and effective communication, while also handling recruitment and performance management.

- Pioneered an in-house, employee-driven, industry-specific design template platform, leveraging collective expertise to accelerate production work flows for designers, decreasing site build times by 50% and doubling the number of clients sites built per week.
- Consistently exceeded team production goals through data analysis, actionable insights and process improvements.
- Fostered a high-performance culture through effective leadership and recognition

TECHNICAL SKILLS

EDUCATION

ORGANIZATIONS

- Adobe Creative Suite
- Hubspot & Salesforce
- Microsoft Office
- Google Analytics
- Google Ads & Bing Adcenter
- Google Search Console
- Bid Management Tools
- CMS (Wordpress, Shopify, etc)
- Marketing Email Platforms
- Marketing Automations (Zapier)

2001

B.A. Economics and Business

Texas Christian University

- Lambda Chi Alpha National Fraternity Alumni
- Texas Christian University Alumni
- HOA Volunteer (Website Admin)
- Mission Arlington