

JEFFREY BROWN

Marketing Technologist

INFO



Name

Jeffrey Brown



Address

8545 Lincolnshire Blvd
Strongsville, Ohio 44149



Phone

(440) 650-7114



Email

jeffreybrown7193@gmail.com
jeffrey@jeffreyallanbrown.com



Website

jeffreyallanbrown.com

PROFICIENCIES

MARKETING AUTOMATION

WEB DEVELOPMENT

FULL-STACK SOLUTIONS

DIGITAL MARKETING

UI/UX DESIGN

DATA SCIENCE

STRATEGIC COMMUNICATION

CERTIFICATIONS

Marketo Certified...

Solutions Architect

Marketo Certified Consultant

Marketo Certified Revenue Cycle Analyst

Marketo Certified Specialist

PROFILE

I'm a life-long learner with a passion for trying new things and gaining new skills. Empowered by digital technology, I make use of the resources available to me to teach myself how to build useful tools and to interact with the world around me. I love solving problems, and am perpetually seeking out new opportunities to challenge myself and grow both personally and professionally.

EXPERIENCE

2021 • Technical Architect

Reach Marketing

- Design and develop marketing automation solutions for multiple clients across many diverse verticals.
- Develop user interfaces for custom tools, reporting dashboards, and web assets using a vast array of frameworks, libraries, and systems.
- Lead implementations of newly-acquired platforms such as Marketo and Salesforce Marketing Cloud, as well as make recommendations for martech stack modifications.
- Leverage platform APIs and custom ETL solutions to connect disparate systems.
- Create web and email assets utilizing platform-specific syntax, dynamic content, custom scripting, and API libraries.
- Serve as company-wide technical consultant for web development requests.
- Provide sales support to sales team to assist in driving new business and growing revenue.

2018 • Consultant, Marketing Automation

Fathom

- Orchestrate account kickoffs, alignment exercises, and immersion sessions to fully understand a client's core business.
- Lead Client account teams to implement marketing automation solutions including triggered messaging, automated lead intake, and real-time personalization.
- Ensure all initiatives are fully aligned with clients' core business objectives and KPIs, and prove the value of marketing automation through analytics.
- Produce thought leadership content and sales support materials to help drive new business and promote brand awareness.

2017 • Strategist, Marketing Automation

Fathom

- Develop messaging strategies leveraging client customer personas, existing engagement data, and personalized content.
- Design and implement custom marketing automation solutions that span multiple channels as well as stages of the lead lifecycle.
- Conduct business immersion sessions to gather campaign requirements from key stakeholders.
- Create frameworks and toolkits to facilitate the campaign planning process, including account kickoff documents, program playbooks, and implementation workbooks.
- Ensure all campaign assets adhere to brand guidelines and industry best practices.
- Outline optimization roadmaps for in-market campaigns to promote an iterative, agile digital strategy for all clients.

EDUCATION

Present • Extensive open coursework & self-study

MIT Open Courseware, Lynda/LinkedIn Learning, and more.

2019 • In-Person Training Seminars

Marketo Summit, Tableau Conference

2010 • Bachelor of Arts, English - Rhetorical Strategies

The Ohio State University

JEFFREY BROWN

Marketing Technologist

QUALIFICATIONS

- Finely-tuned research and analytical skills with adherence to detail and presentation.
- Data-driven professional with a penchant for interpreting data to make informed and intuitive decisions.
- Superior computational and technical skills, including ability to diagnose and resolve problems on multiple platforms.
- Quick learner with a focus on exceptional rate of productivity, efficiency, and accuracy.

SOCIAL



Github
Hieronymous-Bean



Linkedin
jeffreyallanbrown

INTERESTS



Family



Traveling



Music



Puzzles



Reading



Space

EXPERIENCE CONTINUED

2015 • Email Marketing Specialist

Fathom

- Develop marketing email and landing page assets in alignment with best practices and industry standards.
- Test and debug full mobile responsiveness across all devices and clients using tools such as 250ok, Litmus, and Email on Acid.
- Work as an extension of client teams to ensure campaigns are launched on time, in full, without errors.
- Define testing strategies for optimizing asset performance utilizing behavioral analytics tools, such as Hotjar, VWO, and CrazyEgg.
- Produce campaign performance reports using various data visualization and BI tools, specifically Tableau and Google Data Studio.

2013 • Marketing Coordinator

Kasper Holdings, LLC

- Use HTML/CSS to create email campaigns and optimize them in line with subject line, creative, and strategy best practices.
- Design, develop, and implement marketing programs and strategies in collaboration with purchasing team.
- Coordinate marketing campaigns across all channels including search, email, social, and on-site.
- Build and execute link-building strategies to meet Search Engine Optimization goals and strategies.
- Leverage Google Analytics data to track website user behavior in order to enhance current campaigns and create successful new ones.
- Split test website content and creative to optimize for numerous metrics including click-through-rate, revenue, average-order-value, and bounce rate.

2011 • Customer Service Representative

Kasper Holdings

- Write marketing copy for company's new product lines, as well as product descriptions for existing inventory.
- Assist customers with concerns ranging from product availability to shipping and delivery issues.
- Submit and file freight and insurance claims with shipping carriers.
- Update and manage online inventory.
- Diagnose and resolve problem with orders to ensure quality control.

TECHNICAL KNOWLEDGE

CMS

Wordpress, Drupal, Ghost, Sharepoint, Django CMS

Languages

HTML, CSS, Markdown, Javascript, Typescript, Preprocessors (PostCSS, SASS, SCSS, LESS), SQL, NoSQL/JSON

Libraries

Bootstrap, Bulma, Foundation, TailwindCSS, JQuery

Production Tools

Gulp, Grunt, Jenkins, Apache Kafka

Cloud Services

AWS, Azure, Firebase, Heroku

Data Storage & Transformation

MySQL, SQL Server, Mariadb, BigQuery, Snowflake, Tableau, Power BI

Application Frameworks

Vue, React, Angular, Django

Testing/Staging

EsLint, Jasmine, Karma, Mocha

Virtualization/Containerization

Libvirt (managing KVM + QEMU), Microsoft Hyper-V, VMWare Workstation, Docker, Kubernetes