Johnathan Flowers

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**Results-driven Senior Marketing Leader with expertise in AI, automation, and data-driven strategy. Proven success leading end-to-end marketing for high-growth SaaS, PaaS, FinTech, entertainment and media companies—B2B, B2C, D2C**

SUMMARY OF ACCOMPLISHMENTS AND CORE STRENGTHS

* **Integrated Marketing & GTM Strategy**: Led full-funnel marketing at a SaaS company during 8x user growth in under a year. Exceeded Google OKRs by 12% for Think with Google, launched Cisco’s Stadium Connect, drove 25%+ web traffic growth for Yahoo, built Facebook’s social gaming GTM strategy, and scaled Eastern Bell’s marketing during a 62% retail sales increase.
* **AI, Marketing Automation & Rev-Ops**: Built and optimized marketing tech stacks, cutting $30K/month in costs. Automated campaigns, created demand gen pipelines, implemented AI-driven insights, and led data-first SEO/SEM strategies. Certified in Google Analytics and AdWords.
* **Brand & Relationship Development**: Developed brand and content strategies that connected companies with customers. Collaborated with top influencers and cross-functional teams. Built high-performing vendor networks and internal alignment.
* **Executive Communication & PR**: Crafted media strategies for Google and other Fortune 500 brands. Led PR and corporate messaging initiatives, regularly collaborating with executive leadership.
* **Team Leadership**: Built and scaled marketing teams up to 60 people. Mentored talent into VP/CMO roles and launched new departments from the ground up.

PROFESSIONAL EXPERIENCE

**Nelson Connects,** San Francisco Bay Area, CA – remote: ***SVP of Marketing***(March 2024–Current): As the Senior Vice President of Marketing at Nelson Connects, I lead dynamic team and strategic marketing initiatives that drive business growth, optimize demand generation, and enhance brand visibility. I leverage AI-powered automation, data analytics, and customer insights to refine marketing strategies, ensuring a measurable impact on revenue and client acquisition.

* Spearheaded AI-driven marketing automation and lead scoring using **HubSpot and Zoom Info Sales Os**, resulting in a **30% increase in lead generation** and a **25% boost in sales pipeline velocity**
* Led a high-performing marketing and BDM team of 12 professionals, fostering a culture of data-driven decision-making and creativity, **boosting team productivity by 30%**.
* Developed and executed multi-channel demand generation strategies, integrating **paid media, SEO, ABM, and content marketing,** leading to a **35% increase in marketing-sourced revenue**
* Conducted comprehensive market research and competitor analysis to identify growth opportunities, enabling the launch of 3 new service lines and expansion into 5 new regional markets.
* Managed a **$2 million marketing budget**, optimizing spend across digital, social, and traditional channels, achieving a **150% return on investment**.
* Collaborated with sales, Recruiting, and Executing Search/Direct Hire teams to develop cohesive go-to-market strategies, contributing to a 35% increase in sales conversions.
* Integrated AI-powered **predictive analytics** to refine **customer segmentation** and improve personalization, increasing engagement rates by **20% across digital platforms**.
* Analyzed marketing performance data, leveraging **Google Analytics, HubSpot, and DOMO dashboards** to drive strategic adjustments, surpassing growth targets.

**EmailsAndSurveys,** San Francisco Bayarea, CA – remote: ***Fractional* *CMO***(May 2022–March 2024): As a Fractional Chief Marketing Officer, I provided **strategic marketing leadership**, focusing on **demand generation, customer engagement, and marketing automation** for multiple organizations. Lead dynamic teams and directed the rebrand from EmailsAndSurveys.Co to SalesAndMarketing.Ai.

* Provides fractional or temporary Chief Marketing Officer (CMO) services to multiple organizations with a diverse industry experience to offer tailored strategies for different businesses.
* Designed and executed a **data-driven branding strategy**, increasing brand visibility by **115%** and improving market positioning, leading to a **20% growth in platform subscriptions.**
* Acted in an advisory capacity, developing and executed a comprehensive branding strategy increasing brand visibility by 115% and enhanced market positioning, contributing to a 20% growth in platform subscriptionsn.
* Established budgets, reducing costs by 15% while maintaining aligning strategies sustaining growth.
* Spearheaded the go-to-market (GTM) strategy resulting in a 40% increase in new client acquisitions during first 12 months.
* Led cross-functional teams in creating targeted product marketing campaigns, achieving a 60% increase in user engagement and a 35% uplift in conversion rates.
* Developed and implemented **AI-powered email marketing and survey automation product features within the company’s platform**, increasing response rates by **25%** and optimizing customer retention

**Ready Life,** San Francisco Bayarea, CA – remote: ***Fractional CMO***(October 2022–April 2023): Joined as the first integrated marketing leader at a Series A FinTech startup whose B2C offerings and SaaS platform helps people without credit obtain mortgages. Established the standards for all marketing functions, including demand generation, content marketing, branding, positioning, marketing automation, marketing campaigns, social media, and analytics.

* Led marketing campaigns that increased the user base from 10K to over 80K (exceeding the CEO’s 25K goal)
* Increased user engagement across social media by an average of 20% by managing social media marketing strategies.
* Increased the website’s landing page visits by 26% and boosted downloads by nearly 100% by revamping the website—gave it a user education focus instead of a product focus.
* Led the creation of content that taught visitors how to obtain mortgages and talk to banking professionals. Further increased traffic and downloads by 12% via launching video content and field event marketing.
* Managed all the marketing for the company’s expansion into 6 U.S. states, including CA and NY, after it struggled with regulation laws. Formed the marketing strategies from scratch and directed them.
* Redeveloped the company’s brand, crafted the messages, and defined the new look & feel of all sites for the 3 new products that the company launched.
* Planned and managed an event at the NBA All Stars event in Utah. Coordinated celebrity appearances, managed the partnership with a bank, and oversaw the event security.
* Led the building of the first tech stack for marketing, including HubSpot and Google Data Studio including use of analytics for all marketing efforts. Built dashboards and consolidated them with Google Analytics.

**EarnUp,** San Francisco, CA: ***Head of Marketing*** (October 2021–October 2023): Joined as the first head of marketing, built the team from scratch, and achieved multifold growth at a B2B and B2C FinTech company that has helped hundreds of thousands of consumers make over 50 million mortgage payments. Managed all the business’s marketing functions, including digital, SEO, events, and social media.

* Raised conversion rates of marketing campaigns from an average of <2.7% to 12%.
* Built the entire marketing pipeline for all channels that drove a 16% combined increase.
* Built a **scalable demand generation pipeline**, driving a **16% increase in MQLs** across all marketing channels.
* Provided the field marketing event strategies, and managed the events as their numbers increased by 100%
* Leveraged early AI adoption resulting in doubling the social media participants across all platforms
* Saved $30K per month by trimming the tech stack from 18 to 6 tools. Eliminated 4–5 hours of compiling data each week and made the data consistent across all tools.
* Provided the company’s first consistent brand by making colors in all media consistent, creating the style guide, and developing better messaging on the website.

**Conga (formerly Apttus),** San Mateo, CA: ***Senior Integrated Marketing Manager*** (May 2019 - Oct 2021): Instrumental in leading digital documentation and CPQ software companies increase weekly conversions by 6% and quarterly sales by up to 5% by directing the strategies for integrated marketing.

* Managed the global marketing campaign strategies. Aligned branding, demand generation, sales enablement, channel marketing, and increased Enterprise MQL target goals by over 8%.
* Consolidated the marketing campaigns and messaging across 3 company websites reducing cost by 22k per month
* Identified opportunities for future growth and collaborated with Product Marketing to add 6% to the revenue pipeline.
* Hired new team members, and trained them in integrated marketing best practices growing team from 6 to 11
* **Implemented a multi-channel ABM strategy** that increased SQL conversion rates by 12% and accelerated sales pipeline velocity by 15%.
* **Optimized lead nurturing workflows and automated scoring models** in HubSpot, resulting in a 20% lift in MQL-to-SQL conversion rates.
* **Launched a targeted content syndication and paid media strategy** that generated a 25% increase in high-intent leads and improved cost-per-lead efficiency by 18%.

**Scribble Science,** Silicon Valley (January 2011 – Present) Serve as a fractional CMO, strategic advisor, and integrated marketing consultant for startups and enterprise clients across industries including entertainment, SaaS, fintech, gaming, social media, and real estate. Drive go-to-market (GTM) strategies, marketing automation, and AI-powered demand generation solutions to accelerate user acquisition, improve retention, and fuel growth.

* Consulted on AI-driven GTM and demand generation strategies for multiple high-growth tech clients, leveraging automation platforms and predictive analytics to increase lead conversion rates and reduce CAC.
* Fractional Head of Marketing for B2B and B2C companies, leading user acquisition, customer journey mapping, and integrated campaign execution across web, email, paid media, and social.
* Led Yahoo Sports’ first integrated marketing campaign, resulting in a 25% increase in web traffic and tripled video views by launching and optimizing a targeted video strategy that re-engaged audiences lost to YouTube.
* Developed and executed content, positioning, and automation systems during the HP/Agilent corporate split; surpassed error rate goals by 18% and implemented foundational analytics infrastructure.
* Advised on GTM messaging and positioning for Cisco’s Stadium Connect initiative, enabling successful deployments with the 49ers, Falcons, and Cardinals.
* Consolidated five brands under Easton Bell, creating a unified digital marketing strategy and interactive campaigns that increased retail sales by 62% and web traffic by 32%.
* Directed full-funnel marketing for a fintech e-payment client, increasing users from <10K to ~150K in under a year through precise segmentation, messaging, and demand generation—culminating in acquisition by PayPal.
* Spearheaded retail strategy and product rebranding for Symantec and SanDisk, resulting in doubled shelf presence at major retailers such as Walmart and Target.

**PubNub,** San Francisco, CA: ***Senior Manager of Product & Integrated Marketing*** (May 2018–May 2019): Initiated and drove GTMs, customer acquisition, engagement, and retention worldwide at a company that built a platform for real-time applications for IoT, including Google Nest.

* Increased brand awareness and raised market share among developers and app owners by building and executing the product marketing strategy. Added 3%–6% more developers MoM, boosted the retention rate, and increased activity 2%–5% MoM.
* Obtained 37 new clients who previously declined to work with the company (customers provided >$25K average initial value and >$60K average lifetime value).
* Led a >100% increase in events per year—one resulted in obtaining the company’s largest client.
* Researched markets and competitors to support product launches and analyst briefings.
* Worked with Product Management and Engineering to define product roadmaps and provide technical content for PR and social media efforts.

**Google,** Mountain View, CA: ***Senior Manager, Engagement Marketing (Consultant)*** (December 2017–May 2018): Exceeded global demand generation OKRs by 12% according to Google’s standards while managing the first globally integrated marketing campaign and launch for Think with Google. Also exceeded performance expectations while leading marketing campaigns for Grow with Google.

* Increased Think with Google’s customer acquisition and retention by 13% in one month by leading the email campaign.
* Enhanced B2B and B2C marketing campaign and content development performances from 3% average to 8% average.
* Boosted customer retention for Grow with Google by 18% by leading marketing campaigns which provided messaging about the product.

**Nimble Collective (acquired by Amazon),** Mountain View, CA: ***Head of Marketing*** (June 2016–December 2017): Directed all the marketing at a company that provided a cloud-based 3D animation platform which enabled creatives to collaborate and played a leading part in generating business growth that led to the acquisition by Amazon. Built the marketing team from scratch, trained and managed it.

* Increased followers by an average of 43% across all platforms in 12 months. Expanded paid, digital, and social marketing. Unified the digital advertising strategies across all platforms, Including Google, YouTube, Facebook, Twitter, and LinkedIn.
* Boosted loyalty programs’ annual sales from 2% to 9% of overall revenue and grew royalty program enrollments from 5K to 60K active members.
* Piloted 4 commercial projects worth $280K, using HubSpot B2B Marketing Automation across departments.
* Helped develop the presentation for and played a critical part in delivering it to Amazon.

**PayPal,** San Jose, CA: ***Senior Customer Experience Manager (Consultant)*** (January 2016–June 2016)

* Deepened relationships with the 4 largest clients by putting together the customer experience.
* Helped obtain 2 new enterprise accounts.
* Completely revised the sales enablement materials.

**Groking Lab,** SF Bay Area, CA; China: ***Head of Marketing (Consultant- Contractor)*** (June 2015–December 2016)

* Built China-based IoT company’s first U.S. presence by managing the marketing—the business obtained Walmart and Target as partners and won an award at TechCrunch.
* Suggested product improvements that prevented a 6-month delay in the launch.

**Prior experience as a CEO, marketing lead, senior director of marketing & business development, and director of marketing & strategy. Details upon request.**

EDUCATION

B.A., Graphic Design, Fine Arts; San Jose State University, San Jose, CA

A.A., Creative Writing; DeAnza College, Cupertino, CA

Certifications in HubSpot, Google Analytics, Google AdWords, and integrated marketing, Coursera

SKILLS AND TOOLS

*Integrated Marketing • Branding • Digital Marketing • Media Planning • Technical Marketing • B2B • B2C • SaaS*

*Competitive Analysis • Market Research • Growth Marketing • Data-driven Marketing • Advertising • Social Media*

*GTM Strategies • Marketing Campaigns • Sales Enablement • Performance Marketing • Marketing Automation*

*Demand Generation • SEO • SEM • Data Analytics • Budget Management • Cross-functional Leadership*

*Email Marketing • Web Development • Adobe Creative Suite • Salesforce • Marketo*