JASON M. BUNNELL

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SENIOR LEVEL MARKETING PROFESSIONAL
PRODUCT MANAGEMENT ~ PROJECT MANAGEMENT ~ MARKETING STRATEGY

Innovative and data driven marketing analytics professional with extensive background in identifying effective marketing strategies and product opportunities through customer analysis, product development, marketing, and product optimization through customer insight and product interaction analysis. Highly skilled in influencing strategy, customer segmentation, and campaign execution. Generated revenue growth utilizing sophisticated marketing strategies. A strong fact based decision maker who analyzes marketing statistics, sales rate and volume, and various market data with keen insights enabling companies to anticipate trends and determine best actions that are guaranteed to take the company to the next level.

CORE COMPETENCIES

☑ Product Management	☑ Database Marketing
☑ Online and Offline Marketing Strategies	☑ Data Analysis
☑ Marketing Analytics	☑ Project Management tools
☑ Analyze competitive and market data	☑ Customer Segmentation
☑ Developing Monetization Strategies	☑ Digital Marketing
☑ Rapid Prototyping	☑ Creating and Managing Budgets
☑ Define Project Objectives and Requirements	☑ Excel, Hyperion, SAP, Business Objects, SQL, MySQL, MongoDB, Google Analytics and data warehousing
☑ Measure and Track Marketing Initiatives	

PROFESSIONAL EXPERIENCE

Blue Gorilla, Dallas, Texas 01/2014 – current
Project Management Consultant
Developed marketing strategy that incorporated multiple marketing initiatives including product management, customer acquisition campaigns, user satisfaction and engagement analysis, and prioritizing product development initiatives for 3 new digital products. Created, measured, and improved various marketing initiatives to improve goal conversion. Created metrics to track the effectiveness of each individual campaign to constantly improve marketing strategies and identified opportunities to improve goal conversion rates through both product improvement and improved promotional effectiveness. Identified low cost, high impact marketing initiatives to drive user acquisition, increased engagement, and increased customer conversion rates.

Key Contributions and Accomplishments:
- Built prototype and initial design, defined an MVP, and business model for multiple digital products.
- Analyzed user demographical data and website engagement to identify high impact improvements that led to over 100% in traffic.
- Assisted in the management in over $100M in software development projects in the Strategic Initiative Office by building business plans, defining project plan objectives, estimating impact to existing business, and monitoring development progress to ensure successful delivery of over a dozen projects annually.

Sabre Holdings, Southlake, Texas 10/2004 - 01/2014
Technology and e-commerce company in the travel and hospitality industry
Marketing Analytics & Strategic Planning Principal, *05/2008-01/2014*
Senior Financial Analyst, *12/2003-12/2005*
Financial Analyst, *06/2003-12/2003*

Strategy & Marketing Analytics Principal: Managed various product marketing campaigns. Developed product strategies and built business cases for individual products and coordinated a prioritized development schedule. Developed and tracked key performance indicators that tracked the success of various strategic initiatives. Developed income statements and KPIs for primary marketing segments to analyze customer profit contribution. Mentored summer interns on an extensive group project. Took several products through the development life cycle from conception to launch. Developed and maintained various weekly and monthly reports.

Senior Financial Analyst: Provided financial planning/analysis for all non-air revenue and the technology expense lines. Created annual budgets, P&L statements, monthly variance explanations and forecasts. Prepared reports and conducted presentations for the SEC, the U.S. Department of Commerce, and the board of directors.

Key Contributions and Accomplishments:
- Designed and launched web based dashboards to over 1,000 employees consolidating seven data sources into a single tool.
- Created and managed customer segmentation for over 20,000 customers and identified large group opportunities through improved customer insight analysis.
- Drove the growth of a $20M digital media business through digital media campaign performance analysis and reporting.
- Managed ~$500M in revenue and worked with the distribution team to reconcile and forecast volume, rate, and growth on a regional as well as customer basis.
- Promoted twice based on exceptional performance. Recognized as a thought leader and key contributor to the marketing organization and subsequently promoted to Marketing Analytics Principal.

EARLIER EXPERIENCE

WorldCom Group, (now MCI), Richardson, Texas 09/2000 – 02/2003
Financial Analyst
Assisted in the development of capital plans and expense budgets. Provided financial planning and analysis for multiple teams across the organization.

First Oak Capital Company, Dallas, Texas 01/1998 – 06/2000
General Manager
Assisted in startup operations for franchised retail businesses. Attended franchise training for three quick serve restaurant concepts and one service business. Developed store layout, product mix, pricing, and profit margins for multiple properties. Managed all day-to-day operations. Responsible for recruiting, hiring, training, developing, scheduling, payroll, and employee management. Managed 20 direct reports. Active in developing and implementing successful marketing plans resulting in $4.5M in annual revenues. Prepared and analyzed store financial data to realize growth opportunities.

EDUCATION AND PROFESSIONAL DEVELOPMENT

Bachelor of Science, Business Administration, Baylor University, Waco, Texas December, 1997.

Google Individual Qualification Certification, valid through September 2016.