

Jason M Bunnell

(214) 649-4477

jason.bunnell@gmail.com

Dallas, Texas

linkedin.com/in/jasonbunnell/

Data Driven Marketing Leader

Skills

- Search Engine Marketing (SEM)
- eCommerce Marketing
- Digital Marketing
- Marketing Strategy
- Marketing Analytics
- KPI Authoring & Tracking
- Data Analysis
- Customer Segmentation

Degree: BBA, Baylor University (1997)

Industries: eCommerce, Advertising, Software as a Service (SaaS)

Technologies: Advanced Excel, MS Office, HTML, CSS, Javascript, SQL, Google Analytics

Work Experience

Marketing Manager, endygo, Arlington, Texas

2017 – current

- Manage \$650k+ in annual marketing spend that drove an incremental 19% or \$2.1M in revenue for 9 brands. Developed the paid search strategy for search engine marketing (SEM) and social media campaigns. Optimized paid search campaigns to improve conversion rate from under 2% to over 6% while increasing visibility with 5M+ weekly impressions driving a 3X increase in advertising return on investment (ROI). Our improved advertising performance led to our clients increasing their ad budget 10X.
- Lead several eCommerce branding and merchandising initiatives on Amazon Vendor Central, Amazon Seller Central, Wayfair, and Overstock. Placed brand links on over 7k SKUs to point to Amazon's new brand store and created store pages for each product group that highlighted brand story and unique product features. Lead product optimization by A/B testing photos, video, and keyword dense title and features. Improved product performance and increased category rank to drive overall sales gains.
- Continuously update campaigns and content to improve organic and paid search engine optimization (SEO) performance. Perform keyword research using online tools, competitor analysis, and analyzing an internal database of over 100k+ keywords with keyword performance data by week. Optimized pay per click (PPC) campaigns with different goals such as cost per acquisition, click through rate, or conversion rate.
- Administer an SQL database of product information for 7k+ SKUs, over 100k+ keywords, pay per click (PPC) statistics, advertising campaign and sales data from 7 separate sources. Integrated with each brands' product information management tool, online retail platforms, advertising platforms, and screen scraped data to automate data collection. Built dashboards to present marketing initiatives, product performance, and various KPIs to clients on weekly calls or face-to-face client meetings.

Marketing Consultant, Blue Gorilla, Dallas, Texas

2014 – 2017

- Led product marketing efforts including defining product scope, setting key milestones, tracking project deliverables, tracking project expenses, and creating business models for 4 Software as a Service (SaaS) concepts. Analyzed on site customer behavior through sales funnels and improve bounce rates on low performing pages.
- Built several financial models including product P&Ls, project budgets, and detailed revenue models. Increased the revenue opportunity for one startup by shifting their business model from B2C to B2B which increased revenue potential in the first 3 years by more than 250% through software licensing deals. Estimated project return on investment (ROI) and identified several cost saving or unrealized revenue opportunities.
- Led a number of growth hacking and several low cost, high yield marketing initiatives utilizing social media, organic search, content marketing, and influencer endorsements. Created a YouTube channel that gained 30k views. Wrote articles for publications and high traffic blogs to raise visibility and gain valuable backlinks that generated explosive growth. Content organically ranked above-the-fold for target search terms on Google.
- Led customer acquisition projects that used a freemium mobile and desktop application as a way to acquire and qualify leads and important them into a customer relationship management (CRM) tool. Acquired 1k+ leads of optometrist within a target market, identified 3 qualifiers, added custom fields, and imported lead data into Salesforce.

Strategic Planning & Marketing Analytics Manager, Sabre, Irving, Texas **2008 – 2014**

- Participated in the creation of 4 annual marketing strategies that included 50+ marketing initiatives including product development, product marketing, events, email, and various advertising campaigns.
- Prioritized a \$100M product development budget by quantifying business impact by marketing initiative across multiple customer segments and product channels.
- Led a customer segmentation project that categorized 20k+ travel agencies into 1 of 4 customer segments and calculated earning contribution by segment. Coordinated with sales teams to utilize this data in the customer relationship management (CRM) tool.
- Authored and tracked various KPIs for marketing initiatives and assisted in the development of executive and employee dashboards that were used by C level executives and 2k+ employees.

Senior Financial Analyst, Sabre, Irving, Texas

2006 – 2008

Financial Analyst, Sabre, Irving, Texas

2004 – 2006

Financial Analyst, Dr Pepper Snapple Group, Plano, Texas

2003 – 2004

Financial Analyst, MCI WorldCom, Richardson, Texas

2000 – 2003

Owner Operator, First Oak Capital, Lewisville, Texas

1998 – 2000

Certifications

Google AdWords Certification (2019)

Google Analytics Individual Qualifications (2016)