

JAY SPEIDELL

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EXPERIENCE

Marketing Manager

Nov 2015 – Jan 2026

Momentum, Inc

Seattle, WA

- Owned the Momentum brand, leading the development of messaging, high-value content, and research establishing the company as a high-visibility presence at industry conferences and speaking circuits. During my tenure Momentum went from the smallest firm in the space to a default inclusion in RFPs and a go-to resource for industry leaders, cracking the dominance of large players in this space.
- Activated the Momentum brand through a sales and marketing strategy based on collaboration, communication, and accountability that enabled the company to scale 4x during my tenure.
- Built and managed a modern sales and marketing automation framework with HubSpot, enabling business development staff to scale from pursuing dozens to hundreds of opportunities.
- Developed high-impact proposals that effectively sold a vision of how Momentum can successfully deliver on the potential clients' goals, increasing the close rate to over 50% for RFPs and full win rate from other sources.
- Transformed an add-on market study service into the Momentum Location Intelligence product, establishing definitive leadership in credit union location analytics and kicking off exponential lead growth.
- Constantly identified opportunities for improvement and out-of-the-box strategies for closing stalled sales opportunities, including the development of a Workplace Location Analysis product that builds interactive maps enriched with data from the Google Distance Matrix API to assist clients in assessing current and prospective office locations in relation to their workforce's commutes via driving and public transit.

Volunteer Conservation Advocate

Mar 2022 – Present

West Duwamish Greenbelt Trails (WDGT)

Seattle, WA

- Currently Volunteer as a conservation advocate with the WDG, a nonprofit dedicated to conservation of Seattle's largest continuous forest.
- Lead educational guided hikes through the greenbelt.
- Design posters and promotional materials for guided hikes and general awareness of the greenbelt.
- Built a modern responsive Wordpress website (WDGTrails.org) that promotes history, conservation efforts, recreation, and guided hikes in the greenbelt.

Kindergarten Teacher

July 2011 – March 2014

Multiple Schools

Seoul, South Korea

Special Projects Manager

June 2007 – Feb 2015

The Speidell Group

Lynchburg, VA

- Managed a variety of projects to meet clients' marketing, advertising, and sales support needs, including translating technical knowledge into marketing copy.
- Shot and edited commercial photographs and videos for clients' marketing and advertising campaigns.
- Pitched and carried out a project to develop an automated quotation and proposal template program for a client's inside sales dept., worked with programmers and sales team to make the software fit the client's needs.

SKILLS

Marketing Skills: Budgeting, Copywriting, CMS & Website Administration, CRM Management, Data Analysis, Marketing Automation, Proposal Management, Strategy

Marketing Tools: HubSpot, Illustrator, InDesign, Photoshop, Premiere, WordPress

EDUCATION

Old Dominion University

Norfolk, VA

Bachelor of Science in Computer Science, 3.94 GPA

2020

Virginia Tech

Blacksburg, VA

Bachelor of the Arts in English, Professional Writing

2011

FUN STUFF

Photography (Nature, Macro, Drone), **Diving** (NAUI Advanced Certification), **3D Printed Trail Maps** (jayspeidell.com/3dtrailmaps), **D&D** Game Master, **Exotic Animal Keeper** with a home zoo!