

# Jeffrey Mutchnik

## Marketing Manager

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### SKILLS

#### Strategic Marketing

Brand Development  
Go-to-Market Strategy  
Content Strategy  
Campaign Management  
Market Positioning  
Marketing Analytics

#### Digital & Growth

Demand Generation  
SEO/SEM Strategy  
Email Marketing  
Lead Lifecycle (MQL/SQL)  
Paid Media (LinkedIn, Google)  
ABM Campaigns

#### Creative & Technical

Web Design & Development  
Graphic Design  
Video Production  
Marketing Automation  
Data Analysis & Dashboards

### TOOLS

HubSpot (Marketing, Sales, Service)  
Salesforce / Pardot  
Google Analytics 4 / Search Console  
WordPress / Webflow / Shopify  
Figma / Adobe Creative Suite  
SEMrush / Ahrefs  
LinkedIn Campaign Manager  
Jira / Asana / Monday.com  
ChatGPT / Claude / Cursor  
Canva / Premiere Pro

### EDUCATION

#### University of Denver

BA, Emergent Digital Practices  
Minors: Marketing, Studio Art  
*Dean's List | 2018*

### CERTIFICATIONS

HubSpot Marketing Software (3x)  
Google Digital Marketing & E-Commerce  
Google AI Essentials  
ZoomInfo MarketingOS  
Google Ads (Search & Display)

### SUMMARY

Strategic marketing leader with 8+ years building brands and driving growth for B2B healthcare technology companies. Track record as **first marketing hire at 3 startups**—establishing marketing functions from the ground up, generating \$20M+ pipeline, and contributing to successful fundraising rounds. Full-stack marketer with deep expertise in brand development, digital marketing, and marketing technology.

### PROFESSIONAL EXPERIENCE

#### Marketing Consultant | Self-Employed

2023 - Present

*Strategic marketing consulting for B2B healthcare technology companies.*

- Developed comprehensive go-to-market strategy for Ambience Healthcare (AI medical scribe), including brand messaging, campaign execution, and HubSpot implementation, contributing to **\$2.5M ARR** within 30 days
- Advising multiple early-stage startups on brand strategy, digital marketing, and marketing technology stack design
- Developed home automation systems and technical projects building fluency in Python, API integration, and modern development workflows
- Leveraging AI tools (ChatGPT, Claude, Cursor) for content creation, automation, and workflow optimization

#### Marketing Technology Manager | American Academy of Sleep Medicine

Oct 2023 - Apr 2025

- Led digital marketing strategy across **10 brand properties** serving 13,000+ members, managing email, web, social, and advertising channels
- Rebuilt and modernized **8+ public websites** (aasm.org, sleepmeeting.org, sleepeducation.org), improving brand consistency, UX, and lead capture
- Drove **1,200% YoY increase** in webinar registrations through integrated campaign strategy and marketing automation
- Built **Shopify e-commerce platform** with payment processing, inventory management, and HubSpot CRM integration
- Achieved record-breaking SLEEP conference attendance through multi-channel demand generation campaigns
- Managed team of 3 specialists while implementing comprehensive SEO strategy improving organic visibility across all properties

#### Senior Marketing Manager | PatientIQ

Jul 2020 - May 2023

- First marketing hire**; built marketing function from scratch including brand identity, content strategy, demand generation, and marketing operations
- Generated **44% of company pipeline** (\$6M ARR) through integrated marketing strategy, supporting **10x ARR growth** (\$300K to \$3M)
- Contributed to **\$20M Series B** fundraise through investor deck design, market positioning, and sales enablement materials
- Rebuilt website on **Webflow** achieving **235% traffic increase**; migrated CRM to HubSpot with 100% data integrity
- Trained entire organization on HubSpot CRM; developed documentation and onboarding materials for sales, marketing, and customer success
- Created co-marketing program with customers for testimonial videos, webinars, case studies, and conference speaking opportunities

#### Creative Director & Marketing Manager | cliexa

May 2017 - Jul 2020

- First marketing hire**; established brand identity, visual design system, and full marketing infrastructure from the ground up
- Achieved **826% organic traffic growth** and **4,350% lead capture increase** through website redesign, SEO, and content strategy
- Led UI/UX design for digital health applications, creating wireframes, prototypes, and comprehensive marketing collateral
- Denver Startup of the Year finalist (2019)**; secured American College of Cardiology partnership through strategic brand positioning
- Developed go-to-market co-branding strategies with Microsoft Healthcare and University of Northern Colorado