

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