

JON PERRIER

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SUMMARY

Results-driven marketing manager with over six years of experience in marketing operations, specializing in marketing automation, campaign operations, and management. Known for optimizing processes, increasing marketing output, and driving high-performing cross-channel marketing campaigns. Proficient in HubSpot, Salesforce, ABM, and marketing operation tactics. A self-starter with a proactive mindset, not afraid to roll up my sleeves and tackle challenges head-on. Excited to leverage my extensive experience in cybersecurity and marketing to drive efficiency and effectiveness in marketing operations.

PROFESSIONAL EXPERIENCE

Marketing Operations Manager, PlainID | Remote

March 2023 – January 2024

- Orchestrated optimization of marketing automation platform, ensuring seamless integration and data accuracy
- Conceptualized and executed high-performing marketing campaigns, including dynamic landing pages, to drive demand generation initiatives
- Scrutinized campaign performance metrics and fine-tuned strategies for enhanced lead generation
- Successfully integrated Salesforce with HubSpot, eliminating sync errors and duplicates, resulting in improved customer engagement and revenue growth.
- Developed multitouch attribution models using Full Circle Insights for precise ROI reporting and insights, leveraging data-driven strategies to optimize marketing campaigns.
- Implemented ABM platform Demandbase, overseeing journey creation and comprehensive reporting, to drive awareness efforts and cross-sell initiatives.
- Brought marketing and web development in-house, leading to significant cost savings.
- Collaborated closely with RevOps team to facilitate smooth lead transitions and lifecycle management, optimizing sales funnel efficiency
- Crafted insightful dashboards and reports to track marketing performance and funnel metrics, supporting data-driven decision-making

Marketing Operations Manager, Illusive | Remote

December 2020 – December 2022

- Served as the primary HubSpot admin at a global cybersecurity company
- Developed and optimized landing pages, thank you pages, and website pages to support demand generation campaigns.

- Collaborated with Content, Digital, and Segment Marketing teams to design and refine email nurturing workflows.
- Implemented and managed the 6sense ABM platform to support ABM efforts
- Developed monthly and quarterly reports for precise ROI reporting and insights, leveraging data-driven strategies to optimize marketing campaigns.
- Owned and managed the WordPress-based website, including page and post publishing and page template development

Marketing Automation Manager, Modus | Minneapolis

March 2019 – December 2020

- Served as the primary HubSpot admin and website manager at a SaaS company
- Implemented marketing campaigns, landing pages, emails, and supporting web assets
- Owned marketing reporting and provided optimization recommendations
- Managed and built lead nurturing campaigns, set up tracking and analytics
- Launched and managed 6sense ABM platform

Senior Marketing Automation Specialist, Parqa | Minneapolis

January 2018 – March 2019

- Served as the primary admin for a HubSpot Certified Partner Agency and key accounts
- Managed day-to-day HubSpot operations, campaign strategy, and execution

Digital Marketer/Web Manager, Freelance | Minneapolis

April 2014 – January 2018

- Coordinated inbound marketing processes and web development projects for small and medium-sized businesses

Account Executive, Bann Business Solutions | Saint Paul, Minnesota

April 2013 - March 2014

- Sold digital marketing and print solutions to small and medium-sized businesses and Fortune 500 clients

Marketing Specialist, Synecore Technologies | Eden Prairie, Minnesota

October 2011 - September 2012

- Served as the primary admin for a HubSpot Certified Partner Agency and key accounts
- Managed and deployed landing pages, ebooks, webinars, lead nurturing programs, and inbound marketing content

SKILLS

HubSpot
Marketing Automation
Demandbase
Full Circle Insights
Leandata
Zoominfo
Email Marketing

Salesforce.com
Google Analytics
Google Adwords
Multi-touch Attribution
Google Optimize
SEO
SEM

Linkedin Ads
Wordpress
Webflow
Monday.com
Salesloft
Outreach

EDUCATION

Bachelor of Business Administration

May 2011

University of Wisconsin–Eau Claire – Entrepreneurial Business Management and Marketing