

Jeff Martin

Digital Marketing Customer Experience Executive

Co-founder and President at THZ – Digital Marketing Customer Experience Optimization Company THZ is the world's only full-stack integrated inbound and outbound marketing, sales, and support customer experience company focused on small and medium-sized companies. We have provided organic business growth for over 3,000 companies over the last 20 years. The company has been self-funded by Jeff Martin who has data, software, systems, and process expertise gained from both mission-critical DoD aerospace and business-critical telecom industries, applying extensive experience to one of the fastest-growing, first publicly-traded digital marketing agency. THZ is one of the only customer experience companies in the U.S providing full-stack customer experience optimization for small and medium-sized companies. The company is self-funded and profitable, with an entirely remote international team.

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📞 984-833-9092 Education: BS CS Utica College of Syracuse University & MSC CS Telecom/IT Boston University

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WORK EXPERIENCE

President and Agency Founder

THZ INC / Prime Interactive INC / Key Word Ranking INC

01/2002 - Present

Raleigh, North Carolina

THZ Customer Experience Optimization Company built on 20 years customer-focused digital services, solutions & innovations.

- Founded THZ Digital Marketing and Customer Experience Optimization Company built on a 10-year foundation building Lockheed Martin Department of Defense mission-critical technology systems, CA Technologies Internet, network, servers, and application business-critical enterprise management systems, totaling 20 years of industry best customer-focused digital services, solutions and innovations. THZ (Terahertz) is a culmination of the lessons learned as a leader in the ever-adapting leading-edge marketing and business trends, providing a 360-degree focus on the customer.
- Secured key accounts including Lowes, Motorola, SKECHERS, VONAGE, TBC Corporation NTB, Tire Kingdom. Kolcraft including thousands of other diverse small, medium, and large customers.
- 15 years experience developing, managing, and executing integrated marketing campaigns across digital, social, email, SEO, PPC, content (video, forums, and news), and traditional.
- 15 years experience developing, managing, and executing internal and external creative agencies, and software development firms. Established business relationships with industry best local, nearshore, and offshore creative and development companies.
- 15 years analytics and marketing api and interface data acquisition, processing, and analysis, website analysis, KPI reporting and optimization.
- Execute CRM driven pipeline and account-based marketing and sales, competitive intelligence, persona creation, integrated web smart forms, triggered email response, personal messaging, onboarding, and lifetime value maximization.
- Custom and 3rd party CRM including Sugarcrm, HubSpot, Salesforce, and Zoho CRM development, operations, and management.
- Developed, maintained, hosted corporate, lead generation, community, news, eCommerce, and SaaS Internet applications
- Identified, analyzed and reported daily, weekly, monthly, quarterly, and yearly marketing goals, analytics, KPIs, ROAS, and ROI
- Established SME Customer Experience Optimization, CX Maturity Model, CX Journey Mapping, CX Message Unification, CX Engagement, and CX Personalization, Five Star Customer, Net Promoter, Social Media Marketing, Advertising, Sales, and Support.

WORK EXPERIENCE

Tactical and Performance Product Manager

CA Technologies

1998 - 2002

Marlboro, MA

CA Technologies is known for its business-critical enterprise software through agile software development, DevOps, and computer security software spanning across a wide range of environments including distributed computing, cloud computing, and mobile devices. CA Technologies computer software products are used by "a majority of the Fortune Global 500 companies, government organizations, educational institutions, and thousands of other companies in diverse industries worldwide.

Achievements/Tasks

- Tactical teamed with Marketing, Sales, Performance, QA, and Enterprise Customers to identify and build robust customer-funded value-added eHealth product features. Tactical Engineering performs as a full product lifecycle high-performance, senior independent workforce Agile team in a Scrum environment. Technologies and protocols including data aggregation, analysis, processing, KPIs, SLAs, visualization and reporting, SNMP, TCP/IP, Telnet, FTP, HTTP, agents, applications, servers, and integrations.
- Enterprise Sales Achievements - British Telecom Quality of Service SLA, Bredbandsbolaget (Swedish ISP, fiber to the home) SLA and KPI Monitoring, Network Reporting Bell Canada, Federal Government SNMPv3 security requirements, and eHealth 1M elements Reporting, and Oracle Migration & Performance.
- Ca eHealth network, system, and application management system is a large-scale, highly scalable enterprise technology software platform performing data acquisition, processing, visualization, and management for business-critical environments.
- eHealth performs root cause analysis, visualization, and reporting including digital at-a-glance dashboards to identify network, systems, and application issues that could impact business services for Telecom, network operation centers, data centers, internal and external infrastructures.
- Data - Business-Critical emulated/stored/real-time data acquisition, processing, analysis, visualization, analytics, KPIs, optimization, compliance, rapid testing, root cause analysis.
- Reporting, issue identification, and problem resolution with executive At-A-Glance, Network performance, SLA KPIs, and Application utilization

Principle Software Engineer & System Engineer

General Electric | Lockheed Martin | British Aerospace

1988 - 1998

Syracuse, NY and Taiwan ROC

Department of Defense General Electric Aerospace, Lockheed Martin, British Aerospace

Achievements/Tasks

- Systems and Software Engineering Departments - Principal Systems and Software Engineer Strategic Defense Initiative, Airborne Radar, Avionics, Electronic Warfare, Information Dominance Systems, Taiwan ROC Air Force and AIDC Flight Test
- Platforms - E2C Hawkeye, EC-130H Compass Call, Taiwan IDF, F22 Raptor, and F35 Lightning
- Systems - Radars, Avionics, real-time development, digital signal processing, Test Stations, Ground Data Processing, Data Processing (simulated, stored, and real-time). Exabyte Recorders, Mercury Scalable Highly Parallel Blade Computers, Embedded Systems, Communications, Receiver Sub-System and Software Data Bus
- Data - Mission-Critical simulated/stored/real-time data acquisition, processing, analysis, visualization, analytics, KPIs, optimization, compliance, rapid testing, root cause analysis.
- Operations - Embedded Real-Time Signal Processing, Environmental Unix UX Simulators, Signal Intelligence, Electronic Warfare, Communications, IDF Flight Test and Compliance, Real-Time PDL and assembly language, Fortran, ADA, and C programming
- Processes - MS2167A, LMC Full Product Life Cycle Systems and Software Process and Procedures, Carnegie Mellon Software Engineering Initiative Process Maturity Model and Improvement, Scrum and Fly Fix Fly, RFP, RFQ, SoW, Systems and Software Project Management, Software Lifecycle Product Development, Multi-Phase Rapid Development
- Capture Contributions - Phased Array Radar Receiver Interface Controller \$8M, STAP Radar Operations Simulated, stored and Real-Time Data processing \$3M, Taiwan, ROC IDF Flight Test, Ground Data Process, Compliance, and Issue Resolution \$30M

ACHIEVEMENTS

- Digital Agency - Founded THZ INC and Prime Interactive. Through CRM driven account-based marketing and sales secured SKECHERS, VONAGE, Kolcraft, IMP. Developed SME customer experience optimization, SEO/PPC, integrated marketing optimization, Microsoft SaaS ISV building Marketing Estimator, Conversion Analysis, and Revenue Maximization. Developed performance-driven integrated marketing, SEO, PPC, display, social, email, demand, in/outbound, and traditional marketing. Web development including MS .NET, Magento eCommerce, Wordpress, Drupale
- Results: Managed \$9M SEM budget, increased SKECHERS ROAS 500% in first six months. Managed \$7M advertising. Resulting in \$120M revenue.

ACHIEVEMENTS

• **STARTUP to NASDAQ SME** – Transformed KeyWord Ranking digital operations, marketing, and sales processes from Ad Hoc individual contribution model to high-performance agile marketing and sales scrum teams. Initiated account-based B2C and B2B marketing and sales, SEM services revenue stream, digital branding, scalability, governess, risk mitigation, compliance, redundancy, predictability. O/S and .NET and CF website, eCommerce, workflow automation, SEM Distributed SaaS, integrated ERP, and communities. Initiated Marketing RFI, RFP, RFQ, SoW, ToS, Governance, compliance, and risk mitigation

►Results: Industry Leader in SEO and PPC management, business directory, lead generation, eCommerce products. Created exponential growth from a 15-person company, adding 15 new employees a month to 250 employees. Yearly revenue from \$.25M to \$20M. Added 40 weekly and 1200 concurrent customers including Lowes, Motorola, and other F250 customers. Instrumental in merger and acquisition support and industry analyst and shareholder trust-building, greatly impacting shareholder value growing stock price 3,000% over a three-year period.

• **SME** – Launched CA Technologies Concord Communications enterprise-critical eHealth network, systems, and applications enterprise software's Tactical High-Performance Engineering Product Management Group. RFQ, SoW, Agile SCRUM development. Data acquisition, processing, analysis, reporting, and compliance. System test and resolution.

►Results: Customer funded high-value enterprise software product features, key international and corporate sales, ensuring quarterly revenue predictions met. Tactical Products included - British Telecom Quality of Service SLA, Bredbandsbolaget (Swedish ISP, fiber to the home) SLA and KPI Monitoring, Network Reporting Bell Canada, Federal Government SNMPv3 security requirements, and eHealth 1M elements Reporting 1000% perf, and Oracle Migration & 1K Performance.

• **Fortune 100 DoD** – GE, LMC, BAE Aerospace mission-critical advanced systems and software engineering, automated and wheels up readiness test, international onsite support, SEI CMU process improvement, and RFI, RFP, and RFQ program support, real-time machine learning algorithm programming, data acquisition, digital signal processing, ground data processing, data visualization, performance KPI compliance, governess for Taiwan and US Airforce radar, avionics, tactic, electronic warfare, information dominance systems.

►Results: Achieved key accomplishment while building strong relationships with peers, managers, directors, Colonels, and Generals for US E2C Hawkeye, F22 Raptor, F35 Lightning, EC-130H Compass Call, and Taiwan ROC CSIST, AIDC IDF Fighter. \$40M in project carure contribution.

EXPERTISE

Digital Marketing

Customer Experience Optimization

Internet Technology

Website Development

High-Performance Marketing, Sales, and Technology Team Builder

Integrated Marketing Establishment and Execution

Performance Marketing Requirements and KPIs

CRM Driven Account Based Marketing and Sales

Entrepreneur

Business, Channel, and Location ROAS and ROI Maximization

Business Competitive Intelligence

SEO / PPC

Local, Reginal, National, and International Marketing, Advertising and Sales Optimization

Organic Growth

Net Promoter

Traditional Print, Radio, TV, Event Marketing Integration

Email Marketing

Social Media

Software & Systems Engineer

Change Management

Analytics analysis, reporting, and management

Organic Search / SEO Founder

YouTube

Display Advertising

Strategic and Tactical

Communicator, Influencer, and Closer

ESTJ with High Emotional IQ

Self Aware and Mindful

High-Performance Team Builder

Customer Experience Optimization

Customer Journey

Customer Message Unification

Customer Engagement Optimization

Web Dev and Hosting

Lead Generation

Customer Experience Personalization

CRM Pipeline Management

5 Star Review Program

CRM Expertise Including Internal System, Sugar Open Source Development, ZoHo, HubSpot, and SalesForce