




# ALEX JACKSON

GROWTH MANAGER (BLENDED SALES & MARKETING ROLE)




## COVER LETTER

### CONTACT

 Calgary, AB

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 alexjackson1000@gmail.com

**Dear Reader**

My entrepreneurial passion, drive, and ambition combined with 5+ years of hands-on experience in sales, marketing, and growth would be a measurable addition to your team.

I have experience successfully leading product marketing campaigns for consumer goods to North American Markets. Paired with my natural and proven expertise in sales and account management, I can fulfill the Calgary Account Manager's role while supporting the marketing team.

I have worked closely with multiple clients to develop, execute, and optimize marketing and sales campaigns in B2B and B2C environments. I also have experience planning, developing, and managing eCommerce platforms using 3PL fulfillment processes for Direct-To-Consumer brands, just like yours!

As Growth Manager for Arc Reactions, I am responsible for developing and executing marketing strategies and tactics that drive revenue. I am incredibly proud to lead a small and dynamic team of five that have completed more than 30 projects over the past 17 months.

We offer a complete range of services from branding and website development to personalized, multi-channel marketing campaigns. Additional deliverables include SEO, PPC, SEM, Demand Generation, Podcast & Webinar production, Influencer Marketing campaigns, Google Suite management, content creation and social media management for all significant channels for B2C and B2B audiences.

A notable internal strategic initiative I lead was sourcing and implementing a set of repeatable and scalable project management processes and systems. Key metrics, automated reporting, and process improvement systems were also implemented to help continuously improve the organization.

I perform at my best when I have clear strategic objectives. I am competitive, fair, flexible, value integrity, and place immense pride in my work and the service I provide to others. I am excited to speak with you and learn more about how I can contribute to the growth of your team.

Sincerely,

**Alex Jackson**

# ALEX JACKSON

alexjackson1000@gmail.com

GROWTH MANAGER



## PROFILE

I passionately chase goals, valuing the importance of building and maintaining strong client relationships. I bring over 5 years of experience across sales, branding, marketing, and customer relationship management for early-stage, growing, and enterprise-level organizations.



## KEY SKILLS

1. Demonstrated experience launching SAAS and tangible products to North American Markets.
2. Experience setting and meeting realistic sales targets and executing on designated approaches.
3. Extensive hands-on experience working with SEO, PPC, SEM and Demand Generation campaigns.
4. Mature Emotional Intelligence (EQ), with demonstrated ability to function calmly under pressure.



## EXPERIENCE

### Growth Manager

*Aug 2019 - Current*

**Fulfillment | Sales | Growth | Customer Management**

#### DETAILS

In my role, I co-owned the sales pipeline with the Agency Owner and was project manager, leading a remote team composed of: One copywriter, two designers, one creative director, and one website designer. Arc Reactions was recognized as the #1 Marketing Agency - Canada - July 2020.

#### KEY CHALLENGES

Managing a sales pipeline with a goal of 5% revenue growth in 2020 while providing exceptional client service and project management.

#### RESULTS

1. Increased Arc Reactions year over year revenue by 10%, and ACLV by 23%. (2019-2020)
2. Developed and implemented scalable sales, marketing, fulfillment, and operational systems and processes developed by capturing existing practices and improving them using industry best practices.
3. Designed, executed and managed all client campaigns for B2B, B2C, and D2C brands offering SAAS, Service-based, and tangible products utilizing multi-channel inbound and outbound campaigns.

## **CEO**

2017 - 2019

### **Sales | Technology Product Development | Growth**

#### **DETAILS**

Founded and scaled Augmented Reality (AR) Healthcare Education Technology start-up over three funding rounds before exit in Fall, 2019.

#### **KEY CHALLENGES**

Lead the development of AR technology via a remote team of Canadian developers, selling to post-secondary educational institutions, while raising \$>1million CAD from Investors in New York, Toronto and Calgary.

#### **RESULTS**

1. Developed and launched Cue Recognition, the first medical education AR training application for use on AR-enabled smartphones – reached #74 on Apple Store, Medical Category, April 2019.
2. Developed brand, marketing collateral, marketing content and marketing strategy for product launch.
3. Designed, implemented, and optimized marketing and sales campaigns.

## **FLIGHT PARAMEDIC, FIREFIGHTER, TCCC, CBRNE RESPONSE**

2013 - 2018

#### **DETAILS**

Worked in multiple specialized roles across various full-time, part-time, casual and volunteer EMS and Fire Services.

#### **KEY CHALLENGES**

Operate in dangerous, aggressive, adverse environments to provide life-saving care as part of small teams operating without additional support.

#### **RESULTS**

1. Exceptional ability to remain calm and lead under pressure while achieving our team/ individual goals.
2. Strong written and verbal communication skills combined with the confidence to speak to any audience level, finding the appropriate tone and messaging to be empathetic, compassionate, and understood.
3. I strive to learn and push the boundaries of what is possible while ensuring the team is focused and accomplishing goals.



## **EDUCATION & CERTIFICATIONS**

### **UNIVERSITY OF ILLINOIS**

MBA - Master of Business Administration, Specialized Sales & Marketing – 2022

### **LAKELAND COLLEGE**

Emergency Services Technologist Degree, Specialized Rescue, CBRNE Response, Paramedic Diploma

### **SOUTH TORRANCE HIGH SCHOOL**

High School Diploma