



ALEX JACKSON

GROWTH MANAGER (BLENDED SALES & MARKETING ROLE)



COVER LETTER

CONTACT



alexjackson1000@gmail.com

Dear reader

The chance to join and contribute to the success of an organization diversifying the Canadian Prairies technology ecosystem can't be missed. My entrepreneurial passion, drive, and ambition combined with 5+ years of hands-on experience in sales, marketing and growth of innovative technology solutions would be a measurable addition to your team.

I have experience leading successful product marketing launches for SAAS and tangible solutions to North American Markets.

I have supported clients in developing and implementing marketing and sales strategies and campaigns. I have worked with clients to develop and implement operations, product production, and 3PL fulfillment processes for a Direct-To-Consumer eCommerce platform.

As Growth Manager for Arc Reactions, I am responsible for developing and executing marketing and sales strategies and tactics that drive revenue. I manage multiple teams responsible for a complete range of services.

From branding to personalized, multi-channel marketing paired with remarketing and conversion ads to increase optimization and enable revenue. We have completed 30 projects completed from start to finish over the past 12 months.

Client deliverables include SEO, PPC, SEM, Demand Generation, Podcast & Webinar production, Influencer Marketing campaigns, Google Suite management and social media management spanning all significant channels for B2C and B2B audiences.

A notable internal strategic initiative I lead was sourcing and implementing Asana and 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 continued growth and success of your organization.

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 developing, implementing, and optimizing Sales & Marketing Automation Systems.
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

Manage a distributed team of eight to enable fulfillment of marketing and branding projects for Arc Reactions, a full-service branding and digital marketing agency in Calgary. In my role, I owned and managed the sales pipeline and was responsible for selling to enterprise and growth level businesses.

KEY CHALLENGES

Design, build and implement organizational systems to ensure survivability and sustainable growth while managing a sales pipeline and 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.
4. Lead the successful development and launch of a disinfectant product brand to North American markets scaling to \$100,000+ and growing monthly recurring revenue within six months of engagement.
5. Sourced and implemented a CRM + sales & marketing automation platform for Arc Reactions and clients.
6. Arc Reactions awarded #1 Marketing Agency - Canada - July 2020.

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, leading sales and raising capital in conservative markets.

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. Lead a remote team of seven to develop bleeding-edge research into a commercial application.
3. Developed brand, marketing collateral, marketing content and marketing strategy for product launch.
4. Designed, implemented, and optimized marketing and sales campaigns.
5. Raised \$800,000 CAD from Investors in New York, Toronto and Calgary.

FLIGHT PARAMEDIC, FIREFIGHTER, 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

NORTHERN ALBERTA INSTITUTE OF TECHNOLOGY

Paramedic

SOUTH TORRANCE HIGH SCHOOL

High School Diploma