

Jason R. Johnson

Marketing | Leadership | Creative | Strategy

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jrj-creative.com

Results-driven creative marketing leader

Molding customer-focused innovation into real-world business results, with decisions based on data and strong advocacy for user experience.

Expertise in all aspects of creative marketing, advertising, content management, public relations, and event support for B2C, Channel, and B2B companies. Excel in managing multiple projects concurrently with strong attention to detail, problem solving, and follow-through. Over 25 years experience building and supporting local, national and international brands. Demonstrated ability to manage and inspire cohesive cross-functional teams that achieve results. Experienced sourcing vendors, negotiating contracts and managing budgets.

EXPERIENCE

Associate Vice President of Marketing

Clean Energy Collective | 2015–2017

Inspired the marketing, creative, brand development, content and PR to achieve exponential customer growth and operational efficiency

- Created and launched national company and product brands
- Developed guidelines, key messaging and positioning
- Increased customer engagement 75% first year of SaaS launch
- Managed customer acquisition costs 1/3 of the industry average
- Increased market share 31%

Global Creative Services Manager

Arrow Electronics | 2005–2015

Global leader of the creative, design, content, web, database and email marketing teams for Arrow Electronics and 500+ of the world's most successful technology brands

- Increased ecommerce revenue \$3.2M/yr by leading cross-functional teams to improve UX, marketing, cross selling and system efficiency by 485% (best in class)
- Created targeted marketing and sales programs for a variety of product lines, resulting in \$2.1M in new opportunities, increased web traffic by 142% and product segment sales by 300%
- Created a variety of customer loyalty and retention programs reducing attrition and improving inventory turnover by 25%

Creative Director

Design West Advertising | 1991–2005

Actively involved in every facet of agency business from design and creative to sales and account management

- Landed and supported largest account in agency history
- Provided creative direction on diverse array of B2B & B2C campaigns
- Created and managed the interactive services team

SKILLS

Innovation & Leadership
Brand Development and Management
Demand Generation Expertise
Creative Direction
Social Media and Digital Marketing
Content & Public Relations
Eloqua Certified
Sales Enablement
Product Marketing
Personnel and Product Management
Thought Leadership
Marketing Plans and Strategy
Continuous Process Improvement
Google Analytics and ROI
Persona Development
UX and UI

HIGHLIGHTS

Generated over **\$4M in new opportunities** through strategic alliances

Managed international teams across 7 countries

Received 35+ industry awards for success and innovation

Developed and monitored global brand for a Fortune 138 company

EDUCATION

Bachelor of Arts, Marketing
Charter University

Visual Communications Degree
Art Institute of Colorado

Eloqua Certification
Eloqua University

Solution Sales and Marketing
Urness & Brakemier

Continuing Education & Advocacy

Usability Analyst Certification | TBA

eSource Forum | 2017

Digital Summit | 2016 | 2017

Thread Summit | 2014

Ignite (Denver) | 2013

Digital Marketing World | 2013

Mobile Marketing How-To | 2012

Salesforce.com | 2011