

JORDAN BERGESON

GROWTH MARKETING LEADER AND MOPS/REVOPS ARCHITECT

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EDUCATION

BA - COMMUNICATIONS:
INTERNET RESOURCE CREATION &
MANAGEMENT

Western Washington University
2007 - 2011

PROFESSIONAL SKILLS

TEAM LEADERSHIP /
PROJECT MANAGEMENT /
MARKETING OPERATIONS /
PROBLEM SOLVING / BUDGET
ALLOCATION / DEMAND
GENERATION / TECHNOLOGY
EVALUATION / ANALYTICS /
WEB DEVELOPMENT / DATA
SOLUTIONS

TECHNICAL SKILLS

- **MOps:** Marketo/Pardot, Flowboost, Velocity, Drift, Sparkpost, Litmus, 250ok, Zoominfo, Leadspace, GoToWebinar, Sigster, Zapier/IPaaS, and many more.
- **Web:** HTML/CSS/JS/PHP/MySQL/Wordpress/GIT, Mobile responsive and email, Google Analytics, Tag Manager, Optimizely, VWO A/B testing, and more.
- **RevOps:** Salesforce, APEX, Flow, Data loader, Salesloft/Outreach, Gong, Zuora,
- Pendo, in-app customer engagement and analytics
- **AWS:** S3, Glacier, EC2

PROFESSIONAL EXPERIENCE

Senior Director, Marketing

Coalesce.io / Seattle / January 2022 – September 2022

First marketing hire as Coalesce.io prepared to emerge from stealth. In 2 quarters as the Head of Marketing, I was able to:

- Develop a brand/product messaging framework by facilitating collaborative process amongst leadership and key stakeholders.
- Launch our first website. Managed design/dev, wrote copy, procured product imagery, coded custom integrations with Marketo/GA4. Launched 14 page site in >90 days.
- Architect, and implement an integrated MarTech stack: Marketo, Salesforce, Zoominfo, GoToWebinar, while capturing data via Wordpress/Google Analytics 4.
- Implemented a functional lead lifecycle, scoring, and reporting systems into Salesforce. Increased from ~10 inbound/mo to 100+ inbound/mo post website launch.
- Train RevOps, Sales, and Marketing on lead lifecycle, notifications, lead views/ reporting, and proper lead-> Account conversion.
- Produce our first webinar. Integrated GoToWebinar into our web/tech stack, coordinated content, created promo strategy, social content, managed docs, meetings, rehearsals, and the broadcast of the webinar itself. 180+ registered and 70+ attended.
- Create an international event strategy and process. Recruit an event coordinator to exhibit at 15 tradeshow across US/Europe. >\$500k in total spend. 8+ speaking slots, product demos, a customer case study, and countless digital/print materials.
- Drive the initial strategy for a self-service and product-led-growth sales motion. Defined operational processes and identified all technical and CX requirements.
- Procure and implement Pendo to track usage metrics, monitor customer account health, and provide guided in-app experiences for onboarding and upsell motions.

Director, Digital Engagement

Zipwhip / Seattle / Jun. 2020 – Jan. 2022

In this unique role, I directed several teams across business functions closely related to our Self-Service sales motion which drove more than \$1.25m ARR in its first year and reduced our mid-market sales team from ~60 reps to just 15.

- MOps and RevOps
 - We owned the entire MarTech and analytics infrastructure to support Self-Service. Marketo, Sparkpost, Salesforce, Drift, Pendo, Flowboost, Zoominfo, PowerBI, etc.
 - Architected and wrote code for 1st party cookie tracking/multi-touch attribution system to drive revenue, reduce CAC, and improve CX. Visualized in PowerBI.
- Self-Service Support and Engagement
 - Formed and lead team to support customers attempting to text enable their landline. At launch, 2FA, mobile carrier number porting, and unique billing scenarios resulted in ~80% of self-service customers needing assistance.
 - Developed automated digital engagement strategies and product improvements to reduce the portion of customers needing assistance by >50%.
- Digital Engagement
 - Coordinated multi-channel strategy for onboarding/upsell/re-engagement.
 - Coordinated a cross functional customer comms strategy and process that included key stakeholders from Support, CS, Sales, Product, and our BD teams.
- Sales Development function
 - Team was moved under my management to improve alignment and outcomes
 - Redefined the role: new reports/dashboards, re-aligned incentives to KPI's, and fostered closer alignment with lead gen team. Resulted in faster lead response times, higher % of leads qualified, and increased overall conversion rates.

- **MS Excel:** VBA, macros, advanced formulas
- **Adobe CC:** Lr3, Ps, InD, Ai, Pp
- **Admin:** Smartsheet, Trello, Confluence/JIRA, Google and MS office suite, etc

CERTIFICATIONS

- Google Analytics (2015)
- Salesforce (2019)

KEY PROJECTS + RESULTS

- Implemented Marketo 2x as sole IC, Pardot 1x. Inherited/re-architected 1 Marketo instance.
- Rebuilt SDR function at Zipwhip in <90 days. Incentive structure, process, reporting, and communication protocols. Resulted in increased volume of leads qualified, reduced time to respond, increased overall conversion rates.
- Redesigned MQL reporting at Zipwhip; moved away from a lead source based model to score/date based model that more accurately reflected typical lead lifecycle. Resulted in more accurate MQL counts and conversion reporting.
- Architected and implemented a custom multi-touch attribution system that tracked and isolated key insights into scalable data structure using 1st party cookie, Marketo, Salesforce, Flowboost. Worked with analyst to visualize in PowerBI.
- 2X "Z-star" Zipwhip employee recognition award recipient

Senior Digital Engagement Manager

Zipwhip / Seattle / Oct. 2018 – Jun. 2020

Lead a team of 7 focused on engaging customers via digital campaigns, launched a self-service sales motion, and maintained the technical resources to do so:

- Drove a collaborative customer communications and engagement strategy consisting of email, SMS, in-app notices, chatbots, human outreach, etc.
- Served as technical owner of the MarTech stack: SF, Marketo, Drift, Pendo, Sigster, Salesloft, Google Analytics, multi-touch attribution tracking, etc.
- Audited and re-architected organizational technology, analytics, and human processes required to launch a Self-Service sales motion.

Director of Marketing

Valant / Seattle / Feb. 2016 – Oct. 2018

Serving as the Head of Marketing, I lead a team of 6. Responsibilities included:

- Serving as Chair of Leadership Committee as appointed by peers/senior leaders
- Driving execution on well-crafted growth strategies
- MOPs and RevOps leadership: technical ownership of CRM, MarTech stack, data governance, Zuora Q2C, and several customer-facing web properties.
- Reporting KPI to Board of Directors (Forecasting, goal setting, CAC calculations, segmented ROI, multi-touch advertising data models, etc.)
- Budgeting, media buying and allocation of over \$2 million in marketing funds

Senior Online Marketing Manager

Valant / Seattle / Sep. 2014 – Feb. 2016

I joined a leading healthcare SaaS company in their 9th year. During this time, I successfully overhauled the entire company brand, marketing strategy, and infrastructure resulting in 14 consecutive months of lead and revenue records:

- Managed a visual rebrand of the entire company
- Developed an entirely new website, integrated with marketing automation and Salesforce with custom analytics and true multi-touch attribution (PHP/MySQL/HTML5/JS/Mobile Responsive)
- Redesigned the lead lifecycle, and qualification process
- Designed and implemented an email marketing and nurture strategy
- Budget allocation and media buying for over \$1.5 million in annual spend

Online Marketing Manager

SST Group / Bellevue / Dec 2012 – Aug 2014

Reporting to the VP of Marketing in this agency-like setting, I managed all marketing tech and digital campaigns across several brands. This position had a wide reach of responsibilities: web development on 3 different websites, email and social media marketing, performance marketing and digital reputation management.

REFERENCES

BROOK WEST

*Chief Commercial Officer
Carrum Health*

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SCOTT HEIMES

*Former CMO
Sendgrid, Zipwhip, Digital
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