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ABOUT ME

I'm a marketer with over a decade of experience in demand generation, ops, and strategy.

Using data, technology, and processes, I lead projects that fuel company growth, align with organizational goals, and consistently drive revenue.

Jonathan P. Ward

WORK EXPERIENCE

Dir. Rev Ops & Enablement

The ABM Agency

AUG. 2022 – Present

- Successfully launched growth strategies and sales/marketing processes, which resulted in the sales team doubling in size in under six months.
- Acting as the agency Revenue Enablement SME for all client engagements tied to over \$2 million in forecasted revenue over a 6-month period.

Sr. Manager, Marketing Ops & Technology

Spiceworks Ziff Davis (SWZD)

2020 – AUG. 2022

- Led a team of technical marketers focused on marketing automation, performance marketing, and web optimization that drove an increase of marketing sourced opportunities by 100% YoY.
- Drove the organizational shift to revenue marketing that aligned sales and marketing priorities to the broader business initiatives with revenue-driven KPIs.
- Successfully carried out a marketing strategy that produced more than \$1 million in net new marketing-sourced revenue in the first year of adoption.
- Owned the procurement process and vendor relationships to ensure the organization functioned efficiently and produced the highest ROI within budget.
- Implemented all key sales and marketing systems used to generate, distribute, and report on leads, doubling lead-to-opportunity conversion rates and reducing sales follow-up times from over 24 hours to under 5 minutes on average.
- Created and maintained all global marketing dashboards providing clear visibility on the performance of marketing and sales activities, trends, and business impact.

Director, Product Marketing

Ziff Davis B2B

2018 – 2020

- Championed omnichannel marketing programs to drive inbound demand that doubled MQL and SQL generation yearly for our B2B products.

TECHNICAL SKILLS

Marketing Automation:
Marketo, Pardot, HubSpot

Sales Technology:
Outreach, LeadIQ, ZoomInfo,
Highspot, Vidyard, Sales Loft,
HubSpot, Drift

Reporting & Attribution:
Marketo Measure (Bizible),
Tableau, Salesforce

Web Technology:
WordPress, Google Analytics,
SEMrush

Chat Bots:
Drift, Intercom, HubSpot

WORK EXPERIENCE (continued)

- Successfully executed several GTM efforts by producing product messaging, marketing collateral, and sales enablement resources that created new lines of business and revenue streams.
- Established all marketing benchmarks for measuring ROI and campaign performance, allowing the team to grow from 4 to over 20 within 2 years.
- Ensured consistency in the messaging, branding, look-and-feel, and voice of all internal and external B2B communications and content, solidifying our brand identity and quadrupling the number of new customers over a 2-year period.

Product Marketing & Development Lead

Ziff Davis B2B

2013-2018

- Planned and executed the Brand, product, and content roadmap, aligning all Sales and Marketing efforts while establishing the foundation for Demand Generation and inbound marketing programs.
- Built all marketing and sales collateral, including media kits, deck templates, core, and vertical pitches, client pitch decks, and research presentations enabling the business to scale with consistent revenue growth YoY.

Associate Account Manager

5th Finger (A Merkle Company)

2011-2012

- Managed major mobile marketing programs for high-profile retail brands and advised clients on the best methods to build and sustain the growth of those programs through content and messaging strategy.

EDUCATION

Helsinki School of Economics

2007-2008

Helsinki, Finland

Master's Program with an emphasis in
Marketing

& Business Administration

Sonoma State University

2002-2006

Rohnert Park, CA

BA in Political Science and International Politics