

JAY MUNRO

MARKETING EXECUTIVE

Austin, TX | (512) 534-0545 | jaymun@gmail.com | www.jaymunro.work

SUMMARY

A senior marketing leader with 20+ years of developing and executing strategies to grow brands and businesses in global markets. Skilled in both consumer and business marketing, with demonstrable experience in brand, demand generation, and content marketing. A proven leader and hands-on contributor with start-up and enterprise experience, who thrives in fast-paced and collaborative environments.

SKILLS

B2B & B2C, Marketing Strategies, Integrated Marketing, Budgets, SEO, Social, Automation & Website Marketing, Brand & Advertising, Research, OKR & KPI Development & Tracking, Paid Search, Campaign Management, Product Marketing, Field Marketing, Content Marketing, Email Marketing, Inbound Marketing, Demand Generation, Events, CRO, Project Management, Google Stack, SFDC (Salesforce), HubSpot

EXPERIENCE

Executive Marketing Consultant (Freelance) – Different Thinking Group (Austin, Texas) 09/2022 - Present

- Providing strategic marketing and growth advice to Founders at start-ups and scale-ups
- Contracted as a mentor to provide mentorship to a Head of Marketing to a scale-up SaaS company with operations in the US and Canada
- Consulting on marketing and product diversification opportunities to a variety of investment and research organizations across the US and Europe

VP of Marketing – WithYouWithMe 10/2021 - 09/2022

- Hired as the first experienced marketing employee to establish all corporate, consumer (B2C), and business-to-business (B2B) marketing functions
- Built the global marketing organization across all operating markets, established reporting metrics, budgets, processes, and stakeholder engagement strategies
- Initiated and led brand project, managing all aspects through to launch of internal and external facing properties and touchpoints, completing in 3 weeks earlier than deadline and realizing 20% cost-savings
- Launched product marketing function with integrated field and inbound demand generation campaigns in 3 global markets, resulting in 280-fold ROI (new ARR) in Australia, and 10-fold ROI in UK
- Spearheaded organizational positioning and product definition, market and customer research, and crafted differentiated messaging to support integrated marketing and sales campaigns
- Created an A/B testing framework for email marketing and landing pages, resulting in average conversion rates on landing pages of 48% (industry standard is 5-15%)
- Tested performance marketing campaigns, reducing CPA over time by 96%
- Reduced field marketing CPL by 99%, and generated >\$8M in ARR from new sponsorships in Q1 2022
- Designed a 1:1 and 1:few ABM program, generating \$7M ARR within 6 months of launch
- Created demand generation program generating >400% MQL growth within 8 months of launch
- Recruited and led high-performing talent across marketing teams in US, Canada, UK, and Australia

Head of Marketing (A/NZ Region) – Indeed, Inc 10/2017 - 10/2021

- Led all consumer and business (B2C & B2B) marketing for the A/NZ region, including brand & advertising, demand generation, field marketing, content, performance and lifecycle marketing
- Created a multi-channel demand generation campaign, achieving +294% of ABM targets, and +229% of MQL targets by Q2 2021

- Tested new demand generation platforms, including launching a podcast resulting in generating >400 qualified leads in the first week
- Running regular A/B tests on landing pages, building to an average conversion rate of 26% (industry standard is 5-15%)
- Delivered content, field, and partner marketing programs that grew market share by 10% in 2 years and saw the region surpass pre-COVID revenue levels within only 6 months of lockdown
- Managed all programs during COVID with a budget being reduced by 96%, still achieving record results across all metrics, including marketing-influenced revenue to be the highest performing region globally
- Redefined product packaging and positioning & established churn prevention strategies, resulting in a reduction of churn rate from 35% to 7% in 12 months
- Crafted product marketing strategies to launch and commercialize new products or features, produced sales enablement materials, conducted training, and developed go-to-market plans for the region

Head of Product Marketing – MedicalDirector

01/2017 - 10/2017

- Developed the product marketing function for a new SaaS clinical management product
- Recruited and led a highly talented team of product marketing and design professionals
- Designed the GTM vision and strategy, spearheading in-depth market and customer research, and developed content frameworks
- Maintained product adoption rate of over 98%, and customer retention rate of over 90%

Global Marketing Consultant – Freelance

01/2013 - 12/2016

- Developed a buyer retargeting campaign for Clearasil (Reckitt Benckiser) including an influencer-led content microsite, offline activation, digital and performance marketing, and social media
- Created a digital marketing campaign to launch a new range of Veet skincare / hair removal products
- Led the design of a performance marketing campaign for Bosch to launch a product partnership with Finish dishwashing products
- Built demand generation campaigns for a global professional services firm, including email marketing, thought-leadership, social media, inbound, and SEO in the US, Canada, France, UK, and Australia
- Created an enterprise customer acquisition and brand strategy for IT services firm, Greenlight Worldwide, operating in the UK, Singapore, Hong Kong, and Australia

Director of Product Marketing – Fairfax Media

01/2006 - 12/2012

- Led product marketing, integrated marketing, and product development teams across six brands, and all of their associated offline and online properties
- Developed GTM strategy for a new executive brand and product, generating >\$6M ARR prior to launch
- Worked with US-based tech start-up, Jobfox, to launch co-branded product in market, supporting sales team through creation of sales enablement materials, sales and customer success team training, marketing strategies, and customer engagement
- Initiated sales training of products, packaging, and enablement materials, and conducted roadshows
- Held direct oversight of product development budgets, both CAPEX and OPEX

EDUCATION

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- Masters (Sc), University of Sydney – 2016
 - Post-Graduate Diploma (Comms), University of Sydney – 2014
 - Bachelors (Sc), Charles Sturt University – 2012

CERTIFICATIONS

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- ABM Advanced & ABX Certified (Demandbase)
 - PRINCE2 Practitioner (APMG)
 - HubSpot Marketing Software Certified (HubSpot Academy)
 - Inbound Marketing Certified (HubSpot Academy)