

JASON HOWIE

Marketing Executive

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PROFESSIONAL SUMMARY

Marketing executive with 13+ years of experience driving revenue growth, building high-performance teams, and executing full-funnel demand generation strategies across B2B SaaS, healthcare technology, and AI. Proven track record of scaling companies from early-stage to \$20M+ ARR through data-driven marketing, strategic partnerships, and cross-functional GTM leadership. Expertise spans demand generation, growth marketing, marketing operations, brand strategy, and product marketing with a consistent record of delivering measurable pipeline and bookings impact.

CORE COMPETENCIES

Demand Generation & Pipeline Growth | Growth Marketing & Product-Led Growth | Marketing Operations & Automation | Brand Strategy & Repositioning | Paid Media & ROAS Optimization | Outbound & Sales Development Programs | AI/GenAI Go-to-Market Strategy | Product Marketing & Launch Execution | Marketing Analytics & Attribution | Team Building, Coaching & Leadership | Account-Based Marketing | Strategic Partnerships & Co-Selling | Email Marketing & Nurture Programs | Conversion Rate Optimization | Voice of Customer Research | Healthcare & B2B SaaS Marketing | Budget Planning & Revenue Forecasting | Cross-Functional GTM Alignment

PROFESSIONAL EXPERIENCE

Director of Demand Generation & Growth Marketing (Contract) | *Artera* July 2024 – Present
Healthcare technology — Patient communications platform

- Led complete revamp of paid search strategy, reducing cost-per-lead by 80% while significantly improving lead quality and marketing-sourced pipeline contribution.
- Drove demand generation strategy, planning, budgeting, and performance measurement across channels during a period where the company grew from \$80M to \$100M+ CARR and secured \$68M in follow-on funding.
- Designed and executed multi-channel growth marketing programs spanning email marketing, content strategy, and digital advertising to accelerate pipeline velocity and improve MQL-to-SQL conversion rates.
- Built marketing analytics frameworks and reporting infrastructure to enable data-driven decision-making, providing executive-level visibility into campaign performance and marketing ROI.
- Coached and mentored marketing team members on demand generation best practices, marketing technology optimization, and campaign execution to build internal capability and scale the function.
- Owned marketing operations and technology stack optimization, improving lead routing, attribution modeling, and campaign orchestration to support rapid revenue growth.

Director of Demand Generation & Growth Marketing | *Fractional* April 2024 – Present
Clients: Tenbound, MarketerHire

- Spearheading demand generation strategy, growth marketing, and marketing operations for B2B SaaS companies, driving measurable pipeline and revenue impact across multiple client engagements.
- Developing and executing integrated marketing programs across paid, organic, and partner channels to accelerate pipeline growth and improve customer acquisition efficiency.

Head of Marketing | *Autobound* April 2025 – September 2025

- Drove a 15% increase in new business and upsell ARR, adding \$100K in incremental revenue within six months, largely driven by a comprehensive brand refresh and strategic product launches.
- Launched and executed a full-scale brand strategy overhaul, repositioning the company in a competitive AI sales automation market and establishing a differentiated voice across all channels.

- Spearheaded voice-of-customer research initiative, gathering and synthesizing customer insights to inform product positioning, messaging frameworks, and go-to-market strategy.
- Explored and activated new digital acquisition channels including LinkedIn advertising, Reddit community marketing, and G2 review-based campaigns to expand top-of-funnel reach.
- Partnered cross-functionally with sales and product teams to support the launch of a new hyper-personalization product, developing positioning, launch collateral, and go-to-market playbooks.
- Built and managed a high-volume outbound engine using Instantly with 20+ mailboxes, delivering thousands of hyper-personalized emails weekly alongside automated LinkedIn outreach sequences.
- Developed comprehensive demand generation and growth marketing plans for 2025 and 2026, establishing KPIs, channel strategy, budget allocation, and quarterly milestones.

Fractional Marketing Leader | *A.Team*

March 2023 – April 2024

- Launched a multi-channel marketing strategy targeting late-stage GenAI prospects, positioning A.Team as a leading platform for AI-driven development talent and capturing high-intent demand.
- Executed demand generation campaigns leveraging cutting-edge marketing technology across paid, organic, and partner channels, generating 4,000+ registrations for AI-focused campaigns.
- Delivered \$700K in direct GMV by designing and optimizing conversion funnels, aligning marketing efforts with sales objectives and platform monetization goals.
- Partnered with product and engineering teams to develop client self-service onboarding experiences, reducing friction and improving time-to-value for new platform users.

VP of Marketing | *RocketReach*

March 2022 – August 2022

- Increased return on ad spend from 1.7x to 3.2x by restructuring paid media strategy, optimizing channel mix, and implementing rigorous A/B testing and attribution frameworks.
- Drove \$2.2M in bookings within six months through a combination of demand generation campaigns, conversion rate optimization, and strategic alignment with the sales organization.
- Improved overall conversion rates by 35% through landing page optimization, funnel analysis, and targeted nurture programs that moved prospects more efficiently through the buyer journey.
- Uncovered the impact of self-service users on sales-led enterprise deals, developing a new hybrid acquisition channel that bridged product-led and sales-led motions.

Head of Marketing | *LeadIQ*

August 2020 – April 2022

- Scaled revenue from \$8M to \$15M+ in annual recurring revenue by building and executing a comprehensive demand generation strategy across paid, organic, and partner channels.
- Grew marketing-sourced MQLs from 500 to 1,500 per month through multi-channel campaign optimization, content marketing programs, and conversion rate improvements.
- Built and led a high-performance marketing team of 10 professionals spanning demand generation, content, product marketing, and marketing operations.
- Increased customer retention by 30% and average deal size by 52% through targeted expansion campaigns, improved onboarding experiences, and strategic upsell programs.
- Developed and launched a hybrid enterprise and product-led growth go-to-market motion, creating new sales playbooks and methodologies that aligned marketing with evolving buyer behavior.
- Built integrated partner marketing and co-selling programs that opened new acquisition channels and accelerated pipeline through strategic alliance relationships.

Director, Demand Generation & GTM Operations | *Elementum* September 2019 – August 2020

- Increased lead acquisition volume by 40% by redesigning the demand generation engine, implementing new channels, and optimizing existing campaign performance.
- Launched and managed a sales development representative (SDR) program, establishing outbound prospecting processes, cadences, and qualification criteria to accelerate pipeline creation.
- Owned end-to-end go-to-market operations including marketing technology stack management, lead routing, attribution modeling, and sales-marketing alignment processes.

Director of Demand Generation & Marketing Operations | *Ambra* March 2016 – August 2019

- Played a key role in driving annual recurring revenue to \$20M through strategic demand generation programs, targeted account-based marketing, and optimized marketing operations.
- Created and launched the #DitchTheDisk campaign, generating \$3M+ in pipeline within the first year and establishing Ambra as a thought leader in cloud-based medical imaging.
- Delivered 3 consecutive quarters of \$1M+ in bookings by building repeatable demand generation programs and optimizing the marketing-to-sales handoff process.
- Launched strategic partnership program with the nation's largest Electronic Health Record (EHR) and Health Information Exchange (HIE) systems, opening new enterprise distribution channels.
- Built and managed the marketing technology stack and operations infrastructure including marketing automation, CRM integration, lead scoring, and multi-touch attribution reporting.

Marketing Manager | *Upland Software*

April 2015 – March 2016

- Delivered 20% year-over-year revenue growth and a 25% increase in average selling price through targeted demand generation campaigns and improved sales enablement programs.
- Assisted in brand, marketing operations, and product marketing transitions during multiple mergers and acquisitions, ensuring continuity of pipeline generation during organizational change.
- Managed multi-channel marketing campaigns across email, paid search, content syndication, and events, optimizing spend allocation based on pipeline contribution and ROI analysis.

Director of Marketing | *GoMo Health*

2012 – 2015

- Led all marketing functions for a bootstrapped healthcare technology startup, reporting directly to the CEO and collaborating cross-functionally with the COO and CTO.
- Developed and executed the brand strategy from the ground up, establishing GoMo Health's market positioning, visual identity, and messaging framework in the mobile health engagement space.
- Built and managed the full marketing stack including demand generation, content marketing, product marketing, and digital strategy to drive pipeline and support sales growth.
- Played a key role in launching GoMoHealth.com and establishing the company's digital presence, driving organic traffic and inbound lead generation through SEO and content programs.

EDUCATION

Master of Business Administration (MBA), Marketing

Rowan University

Graduate Dean's List | Cum Laude