Jayson K. Wong

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SUMMARY

A senior marketing strategist with over 12 years of experience in building brand and lead-generation campaigns through product launches, multi-channel campaigns, optimizing data programs, and analytics.

SKILLS

- Email Campaigns
- Analytics & Reporting
- Segmentation
- Copywriting
- HTML/CSS
- Data Cleanliness
- Nurture/Lead-Gen Campaigns
- Ad Campaigns
- Data Privacy, FDA, HIPAA
- eCommerce/Merchandising
- Quality Assurance/UA
- Application Integration

TOOLS & PLATFORMS

- Eloqua, Mailchimp, Litmus
- Salesforce CRM, Dynamics 365
- Google Analytics, Google Ads, GTM
- Figma, Lucidchart
- Workfront, Smartsheet, Basecamp
- Hightail, Asset Bank, Google Drive

EXPERIENCE

VML Seattle, WA
Sr. Marketing Manager 07/2021 - Present

Clients: Intel, T-Mobile, Tennessee Tourism, Conagra Brands, Amazon Kuiper
- Developed a CRM strategy that increased contact acquisition by 5x and 9.5x lead conversions by implementing insights that transformed drip campaigns into dynamic multi-channel user journeys
- Optimized performance of campaign by extrapolating insights from performance data to guide content strategy, creative design, and discoverability; increased click engagement by 3.5x
- Conducted comprehensive monthly analytics reports and recommendations for 11 global marketing teams
- Led a cross-agency team that consolidated data sources, standardized data, and aided analytics
- Designed dashboards, A/B tests, and defined segments that tracked and improved campaign performance
- Produced copy, creative, and technical-requirement briefs to support production of new marketing assets

Zemax Kirkland, WA
Field Marketing Manager 04.2021 - 07.2021

- Planned and executed account-based marketing campaign for virtual summit and annual conference by orchestrating sales' plays with marketing automation; helped exceed event attendee goal by 25%
- Grew demand generation by tapping into adjacent engineers through new partnerships with optics societies, building InsideView lists for Sales team, and utilizing outbound lead generation services
- Profiled and allocated leads in Dynamics 365 to provide the sales team with more data on new accounts

Fujifilm Sonosite Bothell, WA
Marketing Operations Manager 06.2019 - 04.2021

- Built thousands of marketing automation platform assets for email, paid ads, and online webinars

- Planned the successful global email product launch of Sonosite PX through development of emails, segmentation, and weekly analysis of performance; generated 1300% in opportunity creation by end of launch
- Managed a team of marketers to fulfill marketing project requests from across departments to support trade show, webinar, and regional marketing initiatives
- Increased leads generated by 200% for cross-functional projects where digital marketing was underutilized
- Drove Google Ads content strategy to optimize conversions of downloadable content, leads; reduced the cost per conversion by 50%
- Organized massive trove of messy data through standardization programs to improve reporting and segmentation
- Cut time of Eloqua to CRM integration data syncs by one hour through new configurations
- Led initiatives on rectifying campaign tracking, email deliverability issues, and other Eloqua operational projects
- Doubled clickthrough rates of employee and customer newsletters with improved design, and content

Marketing Operations Specialist   06.2018 - 06.2019
- Increased brand nurture initiatives to global core markets, leading to a 29% increase of emails delivered, doubled leads generating, and an exceptional ROI with closed/won accounts with email
- Trained global downstream marketers on marketing automation tool, HTML, and email best practices
- Updated web content and processing of subscriber database to be GDPR/CASL compliant (including double opt-in, forms updates, legal disclaimers, campaign templates, and sales/marketing training)

Marketing Operations Coordinator   10.2017 - 06.2018
- Built emails, landing pages, segment distribution lists, A/B testing, forms, and campaign flow in Eloqua
- Acted as point of contact for all Eloqua troubleshooting
- Created KPI reports and cleansed data to measure global email marketing activities and effectiveness
- Drove standardization and conducted Eloqua training/onboarding for new marketing hires
- Implemented lead nurture programs, re-engagement campaigns, welcome series, and piloted lead scoring

Philips (Contractor for APN Software Services)   Bothell, WA
Marketing Communications Content Manager   07.2017 - 10.2017
- Digitized Philip Healthcare's physical catalog content into a searchable online catalog with standardized product detail pages
- Collaborated with product managers to identify and fill content gaps on thousands of products for new eShop, amended discrepancies among multiple catalogs, and worked with global partners on localization
- Ensured content complied with FDA regulation and met business requirements

AT&T (Contractor for Insight Global)   Bothell, WA
Catalog Marketing Specialist   05.2014 – 09.2016
- Managed product launches, copyediting, and coded HTML into products details pages for enterprise catalog
- Successfully migrated and implemented new data structure for thousands of hardware accessories into Oracle's new ATG catalog production environment utilizing validation scripts and QA test environments
- Analyzed and developed solutions for user issues, defects, and product enhancements on AT&T's large enterprise platform, Premier

EDUCATION

University Of Washington, Seattle
BA in Communications; Minor in Business Administration (Dean's List)