

JOHN BOLLING

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CAREER HIGHLIGHTS

SMBX | San Francisco, CA | October 2021 - March 2024

HEAD OF GROWTH AND BUSINESS OPERATIONS

- Developed growth strategies for a two-sided marketplace, targeting small businesses and individual investors, setting and aligning the strategic direction across all areas of the company.
- Assumed leadership of Sales, Growth, and RevOps functions following a significant layoff, guiding each team to an improvement in performance metrics during a crucial transition point.
- Increased output per Account Executive by 1300%, launched a scalable SDR program, rebuilt the CRM, and created processes that resulted in a 60% increase in pipeline conversion and 150% increase top of funnel.
- Oversaw all marketing channels including affiliate, advertising, social, email, events, SEO, direct messaging, and PR increasing user acquisition by 67% while decreasing CAC by 95%.
- Produced strategies and deployed technologies to increase operational efficiency, resulting in a 75% reduction in customer onboarding time.

HEAD OF ANALYTICS AND AUTOMATION

- One of the first employees at a seed stage startup during a period of 400% growth, resulting in recognition as a top 10 fintech startup of 2022.
- Architected the entire analytics and BI ecosystem, reengineering data collection, storage, transfer, and utilization to guide the overall strategy.
- Owned the research, design, and maintenance of the technology stack spanning multiple departments, focusing on creating efficiencies, reducing cost, building automation, and integrations across more than 15 platforms.
- Partnered closely with Sales, Marketing, Operations, Product, and Engineering leaders in a highly collaborative role to design and roadmap solutions to fit the ever-changing needs of the business.

DOW JONES | New York, NY | May 2015 - October 2021

DIRECTOR, MARKETING & TECHNOLOGY

- Built a modern marketing department from the ground up, including hiring, training, and managing a team of designers, analysts, and marketing professionals that spearheaded a 500% increase in membership KPIs.
- Tripled the team's output by making improvements to the martech stack, including CRM, CDP, automation, messaging, analytics, and other marketing tools.
- Articulated product solutions to stakeholders at all levels of the organization and across many dispersed teams including presenting to C-suite executives at Dow Jones and Newscorp.
- Led the strategy and execution of growth initiatives cross-functionally; partnering with marketing, data, legal, sales, product, finance, and engineering teams.
- Owned the complete GTM strategy for 3 major new product launches, establishing both marketing and product roadmaps to achieve business targets through a scientific approach reliant on testing and optimization.

SENIOR MANAGER, MARKETING & TECHNOLOGY

- Designed a scalable CDP incorporating 22 data sources constructed primarily on AWS architecture in a heavily regulated, compliance-dependent environment.
- Served as the marketing and data SME for 3 business units to guide revenue strategy internally and in presentations with external clients or partners.
- Functioned as the operations and engineering lead, serving as admin and developer for a custom Salesforce build, saving the company over \$500,000 in development costs.

MARKETING MANAGER

- Played a crucial role in the transition to subscription product, formulating strategic initiatives responsible for increasing the primary membership KPI by 250,000 in the first year.
- Defined the branding strategy across 4 product lines, including a complete rebrand that protected brand affinity and enabled future growth.
- Coded scripts to automate processes, remodeled the user journeys across 4 marketing automation tools, and optimized marketing operations for B2B and B2C segments of the business.

MARKETING STRATEGIST

- Established an omnichannel marketing plan focused on optimizing acquisition, engagement, and retention across advertising, social, email, content, search, SEO and event marketing channels.
- Set up google analytics properties, created reporting dashboarding, and implemented tracking for marketing activities across 7 different acquisition channels.
- Constructed the foundational operational structure for data collection, storage, and utilization to facilitate the transformation into a modern marketing function over the course of 6 months.

GALLERY YOGA | Brooklyn, NY | October 2018 - November 2019

CO-FOUNDER

- Partnered with another entrepreneur to formulate a business model and ensuing fitness startup that hit profitability within 6 months.
- Assembled a scalable technology stack for under \$200 per month, leveraging CRM, marketing automation, analytics, and data flow management tools.
- Designed and built the website and all the back-end systems to utilize data in an agile approach that focused on efficient testing and iteration in 2 week sprints.

CERTIS USA | Washington, DC | September 2011 - May 2015

MEDIA AND MARKETING SPECIALIST

- Executed domestic campaigns for over 20 products from design through to analysis, communicating insights and strategy to executive stakeholders.
- Developed a cross-channel marketing strategy, guiding in-house resources and external agencies that resulted in 4 consecutive years of 25% revenue growth.
- Controlled a million-dollar marketing budget spanning both B2B and B2C markets across the US.

RELEVANT EXPERTISE

HTML, CSS, JavaScript, PHP, SQL, Python, Gen AI, ChatGPT, WordPress

Adobe Analytics, Google Analytics, Mixpanel, Amplitude, Tableau, Google Data Studio

Google Tag Manager, Search Console, Segment, Google BigQuery, AWS Products, SQLWorkbench, PostgreSQL

Hubspot, Salesforce, Marketo, Iterable, Appsflyer, Airtable, Notion, JIRA, Hotjar, Google Optimize, Unbounce

Meta Ads, LinkedIn Campaign Manager, Apple Ads, Google Ads, CJ, Mailchimp

EDUCATION

Penn State University

Smeal College of Business

Marketing Major | Spanish Minor