

# JOSH BEARD

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## Summary

Marketing Automation Leader with 10+ years of B2B experience specializing in implementing and optimizing enterprise marketing technology solutions. Proven track record of driving significant improvements in email campaign metrics, reducing sales cycles, and leading successful platform migrations.

## Key Accomplishments

- Led enterprise-wide migration from Adobe Marketo to Salesforce Marketing Cloud, resulting in 19% increase in open rates and 50% improvement in click-through rates
- Implemented data-driven optimization strategy that improved email delivery rates from 96.4% to 98.3% across 3.5MM annual marketing communications
- Reduced average sales cycle time from 9.7 to 5.0 months through strategic marketing automation and improved Salesforce data quality
- Grew inbound leads by 68% and increased Sales Qualified Leads by 24% through targeted content campaigns and SEO optimization

## Experience

### **JPMorganChase**

**2019-2025**

*Global financial services firm serving millions of customers, clients, and communities.*

#### **Vice President, Product Manager | 2023-2025**

- Served as Product Manager and administrator for enterprise Marketing Automation Platform, supporting 100+ users of Salesforce Marketing Cloud
- Developed and executed comprehensive email optimization strategy resulting in:
  - 19% growth in open rates (30.8% to 36.5%)
  - 50% improvement in click rates (1.6% to 2.4%)
  - 30% increase in click-to-open rates (5.0% to 6.5%)
- Led cross-functional teams in implementing new marketing automation initiatives, collaborating with stakeholders across product, marketing, and technology
- Created library of reusable HTML/CSS email templates and content blocks that reduced campaign setup time while ensuring brand consistency

### **Senior Associate, Marketing Delivery Lead | 2021-2023**

- Spearheaded migration from Adobe Marketo to Salesforce Marketing Cloud as technical lead and subject matter expert
- Managed delivery of 2.8MM marketing emails in 2022 (87% growth from previous year)
- Established governance framework ensuring compliance with regulatory requirements including CAN-SPAM, CASL, and GDPR

### **Associate, Marketing Automation Associate | 2019-2021**

- Executed 253 end-to-end marketing campaigns for partners across Middle Market Banking and Corporate Client Banking
- Created standardized campaign templates reducing campaign setup time by 60%
- Collaborated with key stakeholders to develop marketing campaign strategy, requirements, and design

## **Transmet Corporation**

**2014-2018**

*Small B2B manufacturer specializing in metal powders and specialized coating materials.*

### **Marketing Manager | 2016-2018**

- Led marketing automation platform migration from iContact to Pardot, achieving:
  - 72% improvement in click rates
  - 40% growth in open rates
  - 68% increase in inbound leads
- Optimized Salesforce data quality and reporting, reducing average sales cycle from 9.7 to 5.0 months
- Developed content marketing strategy delivering 412% growth in website traffic, 148% increase in case study downloads, and 124% growth in video views
- Implemented SEO best practices including mobile optimization, content consolidation, and sitemap submission resulting in 412% growth in organic website traffic

### **Marketing Associate | 2014-2016**

- Implemented mobile-responsive website design increasing mobile conversions by 55%
- Expanded marketing database from 6,000 to 24,000 qualified contacts in Salesforce
- Led weekly improvement meetings with entire company, increasing team participation by 273%
- Took ownership of email marketing campaigns and implemented new branding

## **Education**

### **Bachelor of Science in Business Administration**

**2014**

#### **The Ohio State University Fisher College of Business | Marketing**

- Minor in Entrepreneurship
- Marketing Capstone Winning Team