

# JOE MARTIN

## SENIOR STRATEGIC MARKETING LEADER

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Two-decade marketing executive with deep P&L ownership across SaaS, enterprise, and high-growth startups. Track record of scaling demand engines, tripling organic pipeline, and cutting CAC in half through data-driven strategy, product marketing, and brand. Known for building marketing orgs from scratch, launching category-defining campaigns, and translating consumer insight into revenue.

### CORE COMPETENCIES

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- ▶ Integrated Marketing ▶ Strategic Planning & GTM
- ▶ Demand Generation ▶ Marketing Automation
- ▶ Product Marketing ▶ Website Strategy & CRO
- ▶ Digital Marketing & SEO ▶ Consumer Insights & Analytics
- ▶ Brand & Thought Leadership ▶ Team Building & Leadership

### PROFESSIONAL EXPERIENCE

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#### ZIGHT 2024 – Present

*Chief Marketing Officer Lehi, UT*

*Reporting to CEO. Own marketing P&L for ~\$10M ARR SaaS business; lead a team of 5 across demand, content, SEO, social, campaigns, and web.*

- **3x MQLs and pipeline** in under 6 months through global demand campaigns and a rebuilt lead-gen motion.
- **Reduced CAC by 50%** while expanding into new channels and launching multiple new products.
- **Tripled organic traffic** and grew keyword volume 4x following a full site relaunch.
- **Doubled the affiliate program** and launched a new referral program to open lower-cost acquisition channels.
- **Managed \$2M demand budget** and established unified standards for MQLs, pipeline, and lead flow across the org.
- Built AI bots on Claude to manage website production, A/B testing, ad testing and SEO.

#### SCORPION 2021 – 2024

*SVP of Marketing Lehi, UT*

*Reporting to CEO. Owned marketing P&L for a \$150M–\$200M ARR business; led an organization of 50 spanning demand, content, SEO, social, campaigns, and web.*

- **Managed \$10M demand budget** across integrated global campaigns driving MQLs, pipeline, and product adoption.
- **Reduced CAC by 50%** while tripling lead flow through a rebuilt demand generation function.
- **6x blog traffic growth** and 4x increase in keyword volume via a comprehensive content and SEO overhaul.
- **Tripled website conversion rate** following a full redesign optimized for CX and MQL capture.
- **Implemented Marketo + Salesforce** tech stack and defined the company's MQL, pipeline, and lead-flow metric standards.
- Launched multiple new products and multi-million-dollar lead-generation campaigns.

#### CLOUDAPP 2018 – 2021

*GM & Chief Marketing Officer Draper, UT*

*Reporting to CEO. Owned marketing and product P&L as the company scaled from \$1M to \$10M ARR; led a team of 15 across a freemium SaaS business model.*

- **Scaled ARR from \$3M to \$10M** in 3 years; grew the marketing team from 1 to 10 in 2 years.
- **0 to 200k monthly blog visits** in under 12 months by rebuilding the editorial calendar and content engine.
- **500% pipeline growth** in 12 months, reaching \$1M in addressable pipeline for sales.
- **Doubled retention and activation** and tripled both paid and signup conversion rates.
- **Launched a podcast** that reached 100k+ views in season one and 100+ content partnerships with Fortune 500 companies.

- Led full website redesign and growth strategy optimized for MQLs, pipeline, and revenue.

## **ADOBE SYSTEMS 2012 – 2018**

*Group Marketing Manager (2016 – 2018) Lehi, UT*

- **Lifted EMEA & APAC growth by 50%** through a customer- and product-focus shift informed by consumer research.
- **Built executive influencer program** scaling to \$1M+ campaigns and leading brand social across Adobe Summit and Adobe MAX.
- Led cross-functional launch campaigns for Adobe Experience Cloud and amplified thought leadership via personal reach (70k Twitter, 35k LinkedIn) through keynotes and content.

*Senior Growth Marketing Manager (2014 – 2016) Lehi, UT*

- **20,000+ press hits and 200+ reports** produced by a team of 10 analyzing data across 20k+ companies and trillions of transactions.
- **Named to Top 25 Demand Gen reports** 3 years running; managed teams across the U.K. and India.
- Owned customer-marketing relationships with Ford, Comcast, Viacom, Delta, and Target to drive retention and upsell.
- Quoted in WSJ, NYT, TechCrunch, Mashable, and major outlets for data on video, mobile, and social trends.

*Senior Analyst, Industry Strategy (2012 – 2014) Lehi, UT*

- **50+ benchmark reports** built from Adobe's trillion-transaction dataset, positioning Adobe as the digital marketing leader in consumer and business press.
- **Predicted Black Friday revenue within 1%** driving 3,000+ press hits including AP, WSJ, NYT, CNBC, Fox News, CNN, Mashable, and TechCrunch.
- **\$10M+ in revenue influence** from benchmark reports built for key accounts; 2x click-rate lift vs. Forrester-tier research in demand gen.

## **NEUTRON INTERACTIVE 2010 – 2012**

*Director of Growth (2012) Salt Lake City, UT*

- **Scaled new revenue from \$30k to \$1.5M** in seven months through new partnerships and vertical expansion.
- **Launched two financial-services brands** growing awareness from 0 to 5% in six months via integrated marketing.
- Led an 8-person team and built cross-functional relationships that fed millions into the revenue pipeline.

*Digital Marketing Manager, Analytics & Media Buying (2010 – 2011) Salt Lake City, UT*

- **\$5M per quarter in channel revenue** managing 1M+ unique monthly visitors through the company's top revenue channel.
- **Owned \$1M annual Google Ads spend** across 20+ micro-sites and thousands of landing pages in the EDU sector.
- **2x pass-through and conversion rates** via rigorous A/B testing; lifted sold conversion from 4% to 7%.

## **ROBINSON & COMPANY CONSULTING 2006 – 2010**

*Associate Marketing Manager, Brand Strategy Salt Lake City, UT*

- **Generated \$5M in business revenue** across sales promotions, advertising programs, and social media.
- Managed brand properties, Google Ad campaigns, and sales content; awarded Top Sales Team in the Salt Lake Valley (2009).

## **EDUCATION**

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### **Executive Education — Entrepreneurship & Innovation 2017 – 2018**

*Stanford University Palo Alto, CA*

### **M.B.A., Strategic Marketing 2008 – 2010**

*University of Utah Salt Lake City, UT*

### **B.S., Finance 2002 – 2006**

*University of Utah Salt Lake City, UT*