KEVIN JAQUITH

GROWTH-FOCUSED MARKETER

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flux+flow
Boston, MA
2016- Present

Co-founder // Growth Marketer
Co-founder of a UX-driven growth marketing agency focused on building scalable marketing strategies for early stage startups. Grew a nascent digital agency to over six clients in under six months with an avg. MRR of $15K by implementing high-growth digital marketing strategies.

Codiscope (Acquired by Synopsys)
Boston, MA
2015 - 2016

Digital Marketing Manager
Developed a holistic (SEO & SEM) B2B digital marketing strategy to drive qualified website traffic that led to a YOY increase of 542%. Managed social media accounts, blog, landing pages, and email via Marketo/HubSpot. Managed $15K monthly PPC spend driving traffic and conversions.

Universal Medical
Norwood, MA
2013-2015

Inbound Marketing Specialist
Created compelling persona-based blog content to increase organic traffic by over 1500% in 16 months. Managed the entire creative process for over 250 eCommerce product videos used to drive web traffic, nurture existing customers, and use as landing page lead magnets.

LidWorks
Plant City, FL
2011- 2013

Marketing & Sales Support Representative
Maintained brand identity and increased brand awareness. Created visually compelling print and digital assets for ad campaigns. Developed B2B marketing strategy to improve lead generation, product announcements, trade shows, and promotions for existing distributors.

Universal Forest Products
Auburndale, FL
2010-2011

Sales Trainee // Account Manager
Successfully completed the Sales Trainee Program in 4 months. Promoted to Account Manager to service Central Florida Home Depots. Review sales/inventory reports and provide product knowledge/training for managers. Promote national marketing campaigns and sales programs.

The Sherwin-Williams Company
Tampa, FL
2008-2010

Management Training Program // Operations Manager
Oversaw operations of a $1.2M branch, generated new business and growing existing accounts. Increased accessory sales by 29% in 09' by cross-promoting products. Converted 500+ retail customers into DIY accounts to increase brand loyalty; resulted in 21% increase in sales.

UC Davis
Davis, CA
Spring 2017

SEO Specialization
Learned modern SEO strategies and tacics used by leading-edge companies and digital agencies. 6 SEO courses with a final, hands-on Capstone Project.

Startup Institute
Cambridge, MA
Summer 2013

Technical Marketing
Selected by Startup Institute in a highly competitive process to attend intensive program focused on developing the core skills in Technical Marketing.

University of South Florida
Tampa, FL
2004 - 2007

B.S. Marketing
Bachelor of Science in Business Administration with a marketing focus.
Muma College of Business Dean's List for three consecutive semesters.

EXPERTISE

- Marketing Automation
- Growth Hacking
- Content Creation
- WordPress
- Social Media
- HTML & CSS
- SEO/SEM
- Adobe Creative Cloud
- Google Analytics

PERSONAL BRAND STATEMENT

Growth-Focused Digital Marketer who is passionate about designing lean growth marketing experiments to discover innovative ways to attract, convert, close, and ultimately delight customers. Focused on creating compelling persona-driven content that drives engagement and leads to increased conversions. Extract key insights from A/B testing, reporting and analytics to create new growth marketing experiments, improve future campaigns, and use data to prove ROI. Highly adaptable digital marketing professional and natural problem solver who thrives in uncertainty.
Want to learn more? Let's talk.