



JIM BREESE

Data-driven growth marketing executive with experience driving MRR growth via performance marketing, funnel optimization, and multi-channel marketing strategies.

CONTACT

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SKILLS

- Go-to-Market Strategy
- Demand Generation
- Customer Acquisition
- Data Analysis & Reporting
- Performance Marketing
- App Store Optimization
- Content Marketing
- Marketing Automation
- Paid Media Advertising
- Product Marketing
- Email Marketing
- Conversion Rate Optimization
- Video Editing
- Remote Team Leadership

HOBBIES & INTERESTS

- Spending time with family
- Practicing Yoga
- Gardening
- Playing with my dog Theo



ABOUT ME

As a marketing leader with over a decade of experience in tech and SaaS and a background in finance, I know what it takes to build a marketing machine that generates revenue. Most recently I was at clearer.io, formerly AppHub, where I led a team of 16 people to run multi-channel, go-to-market strategies for 26 ecommerce apps. We raised \$165MM of private equity capital, completed nine strategic acquisitions, and grew revenue by over 600% in 2.5 years.

- Data-driven marketing executive with a background in finance, experience as a start-up founder, as well as consulting for brands in a variety of industries including SaaS, D2C brands, and mobile apps
- Uses a multi-disciplinary perspective when developing effective and commercially viable go-to-market strategies
- Takes a multi-channel approach to create full-funnel omnipresence, which increases awareness and drives sustainable revenue growth
- Proven ability to lead large teams of marketers at all skill levels, and teach them new techniques so that they can confidently achieve company goals and hit KPIs



EXPERIENCE WITH RESULTS



Clearer.io, formerly AppHub

Director of Marketing

OCT 2023 - PRESENT

- Spearheaded go-to-market strategies that significantly contributed to new monthly recurring revenue (MRR) for 6 distinct ecommerce SaaS products.
- Successfully integrated and led a diverse, cross-functional team of 16+ professionals from various previous acquisitions across multiple continents
- Designed and optimized customer acquisition funnels across multiple channels, including SEM, content marketing, SEO, social media, paid media, app store listings, and sales enablement.
- Implemented and managed automated marketing workflows using platforms such as Customer.io, ActiveCampaign, and Intercom to streamline customer engagement.
- Oversaw a multi-million dollar performance marketing budget, ensuring maximum efficiency across multiple digital marketing channels.
- Collaborated closely with sales and partnerships teams to align and drive a unified commercial strategy.
- Developed and maintained performance reports and dashboards to assess outcomes, improve ROI, and guide strategic decision-making.

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EXPERIENCE WITH RESULTS



Clearer.io, formerly AppHub

Director of Growth

MAY 2022 - OCT 2023

- Achieved 600% top-line revenue growth through nine strategic acquisitions while maintaining high double-digit organic growth on existing MRR.
- As the sole product marketing manager, I partnered with the product managers to develop and execute Product-Led Growth marketing strategies that consistently hit revenue targets for a portfolio of 20+ B2B ecommerce SaaS apps.
- Implemented multi-channel go-to-market strategies to drive customer acquisition, including:
 - Full-funnel, multi-channel paid media campaigns across Google Ads, Shopify App Store, Reddit, Facebook/Instagram, and Twitter/X.
 - Compelling content marketing strategies featuring high-quality e-books, educational videos, promotional videos, and graphics that reinforced brand identity and resonated with target audiences.
 - SEO strategies focused on keyword research, content creation, and multi-media distribution to enhance organic search visibility.
 - Automated email marketing flows including onboarding, upsell/cross-sell, lifecycle/nurture, and win-back campaigns.
- Led funnel and conversion rate optimization initiatives through A/B testing and collaborating with the product team to test new user flows.
- Supported pricing optimization strategies and the rollout of updates for multiple apps.
- Conducted marketing due diligence for potential acquisition targets to support growth initiatives. We raised \$155M and completed 9 acquisitions.

GreenGrowth CPAs

GreenGrowth CPAs

Chief Marketing Officer

JAN 2019 - DEC 2020

- Grew revenue by 10x from \$300,000 to \$3 million by implementing innovative marketing strategies and optimizing sales funnels.
- Launched new lines of business, including Fractional CFO services and public audits, diversifying revenue streams.
- Created a YouTube channel amassing over 10,000 subscribers and 100+ videos in 2 years, enhancing brand visibility and client engagement.
- Grew the email list to over 30,000 subscribers organically, achieving open rates above 25% and click-through rates over 3%.
- Drove all growth organically without any advertising budget, maximizing ROI through SEO and content marketing.

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EXPERIENCE WITH RESULTS



Growth Marketing Consultant

NOV 2013 - CURRENT

Various clients across SaaS, D2C brands, Events, and Consumer Mobile Apps

Antla (eCommerce SaaS)

- Developed go-to-market strategy to secure initial user base
- Audited pricing structure and made recommendations on updates
- Ran full-funnel paid media ads on multiple channels

ExaVault (SaaS - File Transfer for Large Companies)

- Developed and executed a YouTube SEO marketing plan that attracted targeted traffic, converting into hundreds of thousands of dollars in recurring revenue.
- Identified opportunities and crafted specifications for website and onboarding funnel improvements, enhancing user conversion rates.
- Played a key role in growth strategies leading up to the company's sale to Files.com in March 2022.

OEM Audio Plus (eCommerce - Ultra-Premium Sound Systems)

- Managed Google and YouTube advertising campaigns with an average Return on Ad Spend (ROAS) of 12.2x over 2 years, with several months exceeding 20x.

Everbooked (SaaS - Data & Automated Pricing for Airbnb Properties)

- Developed product improvement wireframes based on customer feedback for the development team.
- Optimized conversion rates and the onboarding funnel for new app users.
- Contributed to growth strategies that led to the company's acquisition by Evolve Vacation Rentals in October 2018.

Great Big Family Play Day (In-Person Event)

- Drove 500% YoY increase in ticket sales from full-funnel paid media ads on multiple channels including Facebook and Instagram
- Maintained customer acquisition cost with highly scaled budget

HeyMilestone (Sample Boxes)

- Ran multi-channel paid media campaigns driving 22% increase in sample box purchases
- Developed and executed plan for website conversion rate optimization which generated 81% more leads per month

Leonardo 247 (Property Management Software)

- Developed and implemented social media content plan to support industry conference appearances
- Shot, edited and produced thought-leader videos and collateral for sales and partnership enablement

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EXPERIENCE WITH RESULTS



LearnAirbnb

Founder

JAN 2014 - AUG 2017

- Established a community of Airbnb hosts through high-value written and video content, leveraging organic SEO to drive traffic.
- Grew the email list to over 45,000 contacts organically, fostering a loyal audience.
- Conducted the first-ever "State of Airbnb Hosting" report that was featured in Forbes. We partnered with an Airbnb data company and conducted a survey of our email list to develop the report.
- Created and sold online courses that generated hundreds of thousands of dollars in annual revenue with minimal ad spend (under \$1,000).
- Exited the company to a co-founder, who subsequently secured a book deal for "Airbnb For Dummies."



Panda Restaurant Group

Brand Manager

JUNE 2012 - NOV 2013

- Developed and executed multiple international food and branding promotions across 2,000+ locations, boosting brand awareness and customer engagement.
- Identified strategic opportunities to elevate transaction counts and average check sizes. Developed custom-tailored campaigns that led to material increases in revenue growth.
- Directed cross-functional teams to successfully launch brand initiatives, ensuring cohesive execution across departments.

Financial Analyst

MAR 2011 - JUNE 2012

- Led the annual sales and marketing planning process for over 1,800 restaurants.
- Analyzed sales data, transaction trends, and average check values to identify business impacts and opportunities.
- Delivered comprehensive analyses for major marketing initiatives, including product mix optimization, ROI assessments, break-even analyses, and pricing strategies.
- Managed test and control market selection and methodologies, analyzing results to inform strategic marketing decisions.

Mailroom Clerk

DEC 2009 - MAR 2011

- Improved and implemented procedures for payroll shipment of 18,000+ employees
- Optimized daily shipping and receiving operations
- Synchronized multiple departments for promotional product delivery