

JAI DECKER

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CORE COMPETENCIES:

Demand Generation
Digital Strategy
Integrated Advertising

Growth Marketing (GTM)
Relationship Management
Lead Attribution

Customer Acquisition
Business Development
Product Marketing

PROFESSIONAL EXPERIENCE:

VOLVO CARS GROUP | Product Activation Manager

June 2019 – April 2020 | Sunnyvale, CA

Spearheaded digital transformation, building customer journey for Volvo's XC90, XC40 Recharge, and Polestar EV cars driving higher engagement with new buyers while activating existing owners into connected subscribers.

- Partnered with global product, engineering, and regional retail teams to introduce Volvo's first-ever account-based marketing campaign, growing new/renewed subscription sales by 4,000 earning \$2.4M in monthly revenue.
- Developed on- and offline ecommerce campaign strategies to increase upgraded OEM parts and accessories sales and service memberships by 13% in four months.
- Created and executed 15 customer acquisition campaigns, in partnership with Amazon Key in-car delivery, resulting in a 30% increase Volvo On Call subscriptions and a retention of 15% of previous unengaged customers.
- Introduced attribution reporting to quantify inbound and outbound campaigns' impact on lead and sales pipeline.

WAVEMAKER (WPP) | Director, Lead Generation Media Specialist

November 2018 – April 2019 | San Francisco, CA

Worked directly with Adobe and Chevron clients' demand and ABM campaigns to developing stronger traffic and attribution strategies to more clearly define and reach customer bases.

- Evaluated paid search customer journey ensuring quality of landing pages, leading to a redesign of all mobile CRM and increasing lead generation by 40%.
- Implemented programmatic campaigns across multiple channels optimizing customer engagement and asset download by 60%.
- Established demand generation best practices with clients and internal teams to increase attribution tracking information over original program KPIs and turning leads into MQLs.

FREELANCE | Digital Marketing Strategy

January 2018 – November 2018 | San Francisco, CA

Partnered with various clients to leverage new marketing channels driving growth, building strong lead/ROI pipelines, and delivering actionable insights across all activities and lines of business.

- Developed comprehensive media briefs for clients such as Ogilvy and Genentech including detailing market landscapes, competitive matrices, and targeted personas to help build media strategies and communication plans.
- Analyzed and presented campaign briefs, relevant copy and keywords, and lead funnel assets for Pfizer.
- Drove brand awareness, engagement, optimization, and conversions for a B2C enthusiast startup increasing social media following by 30% month-over-month.

HEWLETT PACKARD ENTERPRISE (HPE) | Senior Demand Generation Marketing Manager

January 2016 – September 2017 | Palo Alto, CA

Led global integrated demand generation efforts across HPE's software, servers, and cloud products. Chosen as one of five team leads for CMO-led \$32M initiative to transform acquisition across paid and owned channels.

- Generated data-led performance solutions and presented to C-level stakeholders to grow internal partnerships and gamify account-based execution increasing sales by \$28M in six months.
- Created a custom optimization tool and universal reporting system to find underperforming paid-search campaigns and dead product, asset, and nurture web pages, saving the company \$1.2M in the first month.

- Improved HPE's global lead funnel by 53% by building custom KPI dashboards utilizing DMP and CRM platforms.
- Managed external (Publicis and Digitas) agencies to create governance and tagging guidelines, closing lead-flow gaps, streamlining planning, accelerating reporting, and consolidating campaigns.

HEWLETT-PACKARD (HP) | Senior Digital Marketing Manager

December 2014 – January 2016 | Palo Alto, CA

Tasked to transform HP's digital strategy, specifically performance and demand generation programs across HP's computer, mobile and gaming products.

- Utilized forecasting and testing for all social media channels to increase click-thru by 20% and generate higher sales of post-purchased software products.
- Spearheaded media strategy for HP Apps achieving 45% ROI growth, targeting account and programmatic tactics.
- Partnered with SaaS product and agency teams building programmatic campaign achieving 45% ROI growth.
- Introduced advertising automation and optimization tools (DMP/ABM) along with analytics reporting.

DRIVENTIDE AGENCY | Co-Founder and Head of Digital Marketing

October 2009 – November 2014 | San Francisco, CA

Directed niche digital agency specializing in demand generation, lead quality, growth, and strategic problem solving.

- Developed lead quality and growth strategy for Adobe, auditing sites and creating templated pages to increase paid search campaign performance, growing conversion by 30%.
- Partnered with Ogilvy to introduce customer attribution for Merck client, allowing them to track organic, social, and paid searches for the first time and create tactical changes to their marketing campaigns.
- Introduced Alaska Airlines to contextual and geo-targeting to create rich media ads which updated pricing dynamically based on real-time competitive offerings.

ESTORM INTERNATIONAL | Head of Digital Marketing

August 2007 – June 2009 | San Francisco, CA

Led all digital strategy for award-winning agency resulting in revenue growth of \$10M in new business.

- Owned end-to-end planning, buying, and reporting for ABC Family, BofA and Kayak clients.
- Grew ROI for major online educator by 75% using actionable insights and growth plans for recorded brand, customer, and lead data.

NEO@OGILVY (Ogilvy & Mather) | Partner, Group Search Director

September 2006 – June 2007 | New York, NY

Developed digital advertising strategies for search, mobile, and lead capture for Kodak and IBM.

- Introduced lead attribution tactics increasing campaign optimization opportunities resulting in 55% ROI growth.
- Led digital migration for IBM client with the sale of their PC and laptop division to Lenovo Group.
- Managed and trained five account managers.

DOUBLECLICK (Google Marketing Platform) | Digital Marketing Manager

February 2004 – February 2006 | London, UK

Managed seven team members with diverse portfolio of Fortune 500 accounts from daily inquiries to C-level briefs.

- Oversaw the development of and pitched key RFPs landing £8MM in new business and ad revenue.
- Created integrated campaign strategies and lead capture tactics increasing ROI as much as 108%.

EDUCATION:

DEPAUL UNIVERSITY | Public Relations and Advertising

September 1994 – June 1998 | Chicago, IL