

Jeremy Thigpen

Strategic Marketing Leader | Brand Growth Specialist

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Professional Summary

Dynamic and results-oriented Sr. Marketing Manager with over 10 years of comprehensive experience in enhancing brand visibility and lead generation across multiple platforms. Proven track record in strategic leadership, hands-on content creation, and overcoming hurdles, with a strong ability to align with executive leadership vision. Entrepreneur seeking a collaborative team to innovate, learn together, and drive success.

Key Skills

- HubSpot CRM
- WordPress
- Google Analytics
- Mailchimp
- Canva, Adobe InDesign
- Organic Growth: Pinterest, X, Instagram, YouTube
- Paid Ads: Google, LinkedIn, Meta Suite, Custom GPT's
- Trello, Monday
- AI Tools: Udio, HeyGen, Claude
- JIRA
- Ahrefs, Semrush

Professional Experience

SR. MARKETING MANAGER | ESP SOLUTIONS GROUP (ESP) | 2018 - PRESENT

- Led B2G, B2B, and B2C marketing strategies, enhancing brand visibility and product reach.
- Managed ESP's marketing calendar, and ensured 93% of campaigns ran on time and within budget.
- Led marketing and sales team for the WY-VIEW Dashboards, from lead generation (branding, infographics, mailers, videos, conferences), to lead nurture (emails, targeted content, case studies), to sales and adoption (anonymized data demos, live data demos, district admin training, school admin training, teacher training).
- Balanced crucial strategic partnership relationships with our student information system vendors, ensuring sustained data flow without overburdening partners.
- Directed marketing for three national industry events, boosting brand engagement and visibility.
- Implemented HubSpot CRM, optimizing project management and saving team over 500 hours annually.
- Devised sales strategies and customer journeys via HubSpot, enhancing understanding and efficiency in district and school engagements.
- Innovated solutions to customer retention challenges, improving onboarding and user satisfaction.
- Produced and distributed two newsletters: one enhancing company branding with a three-year average of 38% open rate, 12% click-through rate, and 0.2% unsubscribe rate, significantly surpassing industry averages: the other increased retention by 10% by driving user retention and network effects.
- Developed and managed a seven-hour PTSD-approved course, granting CE credits to educators, resolving incentivization and scalability issues withing WY-VIEW Dashboards, and increasing school adoption by 22%.

MARKETING COORDINATOR | PRO-ED, INC. | 2014 - 2018

- Led PRO-ED's event planning at six national tradeshow, increasing sales avg. by \$22k per event.
- Designed, wrote ad copy for, and distributed four specialty catalogs to 2 million OTs, SLPs, and Audiologists.

Early Experience

PERMISSIONS AND RIGHTS MANAGER | PRO-ED, INC. | 2010 - 2014

GENERAL MANAGER | EDIBLE ARRANGEMENTS FRANCHISE | 2010

Education

BBA IN MANAGEMENT | TEXAS STATE UNIVERSITY | 2008

CERTIFICATE OF ENTREPRENEURIAL STUDIES | TEXAS STATE UNIVERSITY | 2008