

Jeffrey G. Cody

Senior Marketing Manager
Interactive Marketing Director

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An established **SaaS B2B leader** with 16 years of working in emerging market start-up environments developing **closed loop, multi-million dollar Sales and Marketing lead generation** campaigns. A **highly skilled and nimble** online marketing team leader, web developer, social media thought leader, multi-media producer, big data integrator and reporting and analytics wizard focused on helping organizations generate large numbers of highly qualified leads for in house sales teams with track and **optimizing revenues** back to marketing and PR spending. **Big Data and metrics driven results** achieved from utilizing industry best practices, home grown reporting and tracking algorithms to increase revenues, reduce cost per lead, increase close rates, report and **maximize customer life time values** across all campaigns. **Management of multiple teams** within a matrix organization, including international offices, remote employees, consultants, contractors, internal and external agencies to **execute roadmaps** within appropriate deadlines. Successful track record of helping position B2B companies for **additional funding or acquisition**.

Skill Sets	Skill Sets	Technologies
<ul style="list-style-type: none">• Online lead generation strategies and business models• Interactive Marketing & Lead Generation Tracking systems• Website strategies, information and data architectures• Analytics / Reporting / Campaign Management• Thought Leadership Building• Drip Marketing and Email Campaign• Data Segmentation and Analytics	<ul style="list-style-type: none">• SEO & SEM Expert• Social Media Technology & Strategy• Branding, Rebranding, Relaunching• Digital Video Production• Interactive Demo Production• Tradeshow / Live Event• Windows IIS/Apache Management• Site Operations for large hosting applications	<ul style="list-style-type: none">• Expert Level<ul style="list-style-type: none">○ PHP & ASP / VBScript○ Excel & Power Point○ Photoshop, InDesign, Premiere• Skilled Level<ul style="list-style-type: none">○ Windows Server○ MySQL/SQL Server○ jQuery, CSS, C++• Managed Level<ul style="list-style-type: none">○ Apache Server

Campaigner Email Marketing / j2 Global

Senior Marketing Manager

2010 – present

- **Increased revenues 189% 2014 YTD** vs 2013 with only a 28% increase in budgets for Campaigner
- Successfully **executed a “pivot” to go up marketing** creating the same number of leads **worth an average of 75% more** making better use of Sales & Support’s time and resources, as well as **reducing our CPL 20% and our CPA 12%**.
- History: Joined Landslide Technologies in 2010 as an **investor/senior management team member**
- **Rebranded the company** from a niche “sales process solution” to a mass-market CRM that prioritizes sales process (www.LandslideCRM.com)
- **Automated** online product provision, created real-time sales and **marketing lead and \$3MM campaign tracking**
- **Leveraged big data** to help forecast Customer Lifetime Values, pinpoint upsell opportunities, optimize campaigns
- **Developed thought leadership** platform, social media, email marketing automation, and webinar programs to **accelerate the sales process** (www.EyesOnSales.com)
- **M&A team for successful acquisition by j2 Global** in 2011 and rebranded to CampaignerCRM (www.CampaignerCRM.com)
- **Assigned to relaunched and manage** the marketing team for Campaigner Email Marketing (Ottawa, Canada) with the goal of optimized growth and data integration (www.Campaigner.com)

Colored Spots : Creative, LLC Creative Problem Solver

2011 – present

- **Provide creative strategies** to improve and/or optimize corporate environments, infrastructures and campaigns
- **Integrate desperate technologies** and prototypes to achieve unique solutions to create
- **Leverage big data to identify inefficiencies** within existing systems
- Specializing in clean, elegant and attractive **tradeshow environments, live event production**, energy efficiency, system integration

Contactual

Interactive Marketing Consultant

2008 – 2009

- **Evolve messaging and branding**, from startup mentality to bigger competitor in the VoIP space
- **Optimize for online lead generation and real-time sales rep engagement**
- Developed tracking and **dynamic content** for campaign optimization
- **Positioned for growth** to a full time Marketing Department and position them for acquisition
- **Acquired** by 8x8, Inc., in 2011

Mzinga

Vice President of Interactive Marketing

2007 – 2008

- **Founding management team member** for Mzinga (www.Mzinga.com), a mash-up of KnowledgePlanet and SharedInsights and Prospero (formally Ultranet) into a Social Media / Online Learning platform servicing over 1 billion transactions per month
- **Leveraged online channels and trade shows** to drive large volumes of qualified leads through our site to sales reps in real-time
- Designed and deployed **social media strategies** and **webinar programs** to educate prospects to the value of online learning and social media integration
- Designed **Lead Nurture programs** to convert the large volume of prospects into qualified leads for the sales team

Socius

Interactive Marketing Consultant

2007

- **Angel Funded**
- **Launch messaging and branding** as a start-up in the Intranet 2.0 space
- **Deployed website** optimize for real-time procurement of your own Intranet
- Developed tracking and dynamic content for campaign optimization

SpringCM

Interactive Marketing Consultant

2006

- **Angel Funded**
- **Launch messaging, branding, and initial tradeshow** as a start-up in the hosted document management space
- **Deployed website** optimize for real-time lead generation for hosted document tracking and management software
- Developed tracking and dynamic content for campaign optimization

IntraNetics / Intranets.com / WebEx / Cisco Director of Interactive Marketing

1998 - 2006

- Began in 1998 as Sr. Webmaster at IntraNetics (In-house Intranet CD Software)
- Rebranded 1999 and launched as Intranets.com in just 9 weeks (SaaS Intranet)
- Managed a marketing team and worked with Product to integrate marketing and product upsell features within the product.
- Served on the Site Operations team with 24/7 pager duty to manage hosting, improve performance, trained in disaster recovery and extensive hosting redundancy and security models and protocol and maintained a 99.9% uptime
- Built and managed many iterations of our website, branding, rebranding, tracking systems, UI/UX optimization, SEO & SEM optimization, created DHP technology in lieu of cumbersome landing pages.
- Data mining our customers associated with our campaigns to leverage best LTV per campaign (and sometimes creative)
- Built Intranets.com to over 1.1 million customers with
- Aided the acquisition by WebEx in 2005, rebranded WebOffice.com
- Took on MeetMeNow.com and PCNow.com products and crafted matching branding across the three products
- Aided the acquisition by Cisco in 2006