

JOHN W. PEARSON

Strategic Marketing Leader – U.S. Citizen

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Strategic marketing leader with more than 13 years of leadership experience in content marketing, digital advertising, and lead generation. Adept at analyzing market trends, identifying target audiences, and creating integrated marketing campaigns to engage prospects and customers. Proven track record of collaborating with cross-functional teams to deliver exceptional results with brands like Jack in the Box, Del Taco, and La-Z-Boy.

SKILLS

- Content Marketing
- Copywriting
- Digital Advertising
- Email Marketing
- Lead Generation
- Marketing Automation
- Project Management
- Search Engine Optimization (SEO)
- Team Building

ACHIEVEMENTS

- Spearheaded overall marketing strategy leading to 75% increase in website traffic and 85% increase in leads.
- Produced more than 300 SEO-optimized articles by interviewing experts, utilizing AI, and conducting independent research.
- Generated an average of 1,000 sales qualified leads per month with an 80% close ratio at La-Z-Boy Southeast.
- Achieved 20:1 ROAS on seven-figure Google Ads budget by optimizing campaigns for keywords, targeting, and bids.
- Grew YouTube channel to over 3M views by managing in-house videographer and creating engaging content.

EXPERIENCE

Jack in the Box & Del Taco, Saint Simons Island, GA, USA - Remote **Content Marketing Manager**

2022 – Present

Increased website traffic by 75% and leads by 85% with a content strategy focused on SEO and inbound marketing. Responsible for playing a key role in building brand awareness about franchise opportunities at Jack in the Box & Del Taco via search engine optimized articles and website pages to attract, engage, and delight marketing qualified leads (MQL) and sales qualified leads (SQL) across integrated marketing and communication channels.

- Develop and execute cross-platform content marketing strategies to drive lead growth and achieve KPI metrics.
- Write new content that engages target audience across multiple digital platforms.
- Attract, engage, and delight leads across the marketing and sales flywheel via SEO, paid advertising, and email campaigns.
- Collaborate with internal/external contributors to curate stories to share across digital marketing channels.
- Optimize new and existing content according to the best search engine optimization practices.
- Monitor and track performance of content then respond to areas of high and low traffic accordingly.
- Use data to make informed decisions on how to drive higher lead engagement throughout buyer's journey.
- Design and develop content editorial calendar then rank upcoming articles by level of importance.
- Demonstrate ability to think outside the box and generate original ideas paired with effective storytelling.

Grew annual revenue from \$36M to \$65M (80% Increase) and generated an average of 1,000 well-qualified leads per month with an 80% close ratio. Achieved 20:1 ROAS on seven-figure Google Ads budget by optimizing campaigns for keywords, targeting, and bids. Reported to vice president of marketing and managed in-house videographer.

- Answered questions with educational articles and videos to build trust, generate leads, and improve close ratio.
- Interviewed subject matter experts then researched, wrote, and published search engine optimized articles.
- Built automated workflows in HubSpot to nurture leads throughout the buyer's journey with marketing emails.
- Managed seven-figure digital advertising budget and created targeted campaigns on Facebook and Google.
- Mentored in-house videographer and assisted with brainstorming ideas, writing outlines, and editing videos.
- Developed content calendar and ranked upcoming articles and videos by level of importance in Asana.
- Optimized existing content by creating a better user experience and improving SEO performance.
- Designed graphics in Photoshop and updated website/landing pages on the backend of Wordpress.
- Immersed myself in the Furniture Industry to understand target audience & buyer personas.
- Analyzed data to make informed decisions on how to drive higher engagement and conversion rates.
- Owned the overall content strategy then measured and reported on the success of digital marketing campaigns.

EDUCATION

Bachelor of Business Administration, Marketing | Kennesaw State University – Coles College of Business | 2013

CERTIFICATIONS

- AdWords Search – Google
- Content Marketing – HubSpot Academy
- Digital Advertising – HubSpot Academy
- Digital Marketing – HubSpot Academy
- Email Marketing – HubSpot Academy
- HubSpot Marketing Software – HubSpot Academy
- Inbound – HubSpot Academy
- SEO – HubSpot Academy
- Social Media Marketing – HubSpot Academy
- Preventing Discrimination & Harassment - Paycom

IT & SYSTEMS SKILLS

- Asana / Monday.com
- Facebook Ads
- Google Ads / Analytics / My Business
- HubSpot
- Microsoft Office
- Online Review Management
- Photoshop CC
- Podcasting
- SEMrush
- Social Media
- Wordpress CMS
- YouTube & Wistia

PORTFOLIO

- [Do I Have to Pay a Franchise Fee Every Year?](#)
- [How Much Does a Jack in the Box Franchise Cost?](#)
- [Which Burger Franchise Makes the Most Money?](#)
- [5 Reasons to Purchase a Del Taco Franchise](#)
- [Del Taco vs Taco Bell: Which Franchise Is Best?](#)
- [10 Best Burrito Franchises to Own](#)
- [Best Furniture for Pets: Leather or Fabric?](#)
- [15 Best Selling La-Z-Boy Recliners](#)
- [How Much Does a La-Z-Boy Recliner Cost?](#)
- [La-Z-Boy vs Ashley: 7 Differences You Should Know](#)