Johnelee Dizon

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Marketing Manager

Entrepreneurial Drive | Strategic Growth Driver

Highly accomplished marketing leader with over 15 years of experience in SaaS B2B and B2C marketing in hyper-growth tech companies. An empowering leader who can implement and execute a broad range of initiatives through efficiency, analysis, and productivity optimization.

 **KEY STRENGTHS**

**Strategic Planning and Execution | Digital Marketing | Content Marketing**

**Integrated Marketing Campaigns |Project Management | B2B SaaS Marketing Targeting IT**

**Sales and Marketing Alignment | Sales and Channel Enablement | In-person and Virtual Events | Customer Advocacy**

 **CAREER HIGHLIGHTS**

* **Built the US Marketing Team at HappyOrNot Ltd.**: Established and led the US marketing team from scratch, a key part of a global cross-functional team in achieving double to triple-figure growth year-over-year.
* **Spearheaded a critical IT persona program at Exclaimer**: Formed and led an IT steering committee while executing digital marketing initiatives, including webinars, paid social, and multi-media content creation.
* **Recognized and promoted at IK Multimedia**: Awarded Associate of the Year twice and received two promotions, demonstrating exceptional performance and dedication.

**Relevant Technologies:** Salesforce, Marketing Cloud Account Engagement or Pardot, ZoomInfo, Outreach, Google Analytics, Asana

 **EXPERIENCE**

**Exclaimer** | Remote **|** 05/2021 – Present

***Marketing Manager***

Develop and manage marketing strategies, collaborating with cross-functional teams, leaders, and subject matter experts. Design processes, templates, and workflows and write copy for US digital ads, landing pages, email, and content assets. Coordinate with the global marketing team to leverage centrally managed functions such as Search Engine Optimization (SEO), Pay-Per-Click (PPC), social media, email, creative design, and product marketing. Monitor performance track effectiveness, and revenue growth.

 **Achievements:**

* **Successfully completed 11 projects** in one year, in partnership with global marketing and US sales teams; drove strategic direction and developed multi-channel content, including virtual events that produced a $180K ARR influenced-pipeline
* **Exceeded pre-booked meeting target by 140% and produced $50K in pipeline** within a week of an in-person event; led the multi-channel event program, created lead flow maps and a global Salesforce report to track pipeline conversion
* **Created a US sales and marketing feedback loop** to improve pipeline conversion; led workshops, mapping exercises, kick-off presentations, and wash-up meetings

**Freelance** |Remote| 01/2021 – Present

***Marketing Consultant***

Generate website content assets, including blog posts and eBooks. Researched industry best practices and undertook hyperlocal marketing approaches to achieve business growth objectives.

**HappyOrNot Ltd.** | West Palm Beach, FL | 07/2016 - 07/2019

***Marketing Director***

Leveraged leadership ability to manage concurrent marketing projects to reach numerous verticals such as healthcare, transportation, hospitality, human resources, and retail. Oversaw events, social media, and digital marketing programs, including PPC advertising and email campaigns. Created Business-to-Business (B2B) vertical sales assets and training for top-tier regional resellers, built customer and partner relationships to meet sales and retention goals.

**Achievements:**

* **Built US marketing team from the ground up**; gathered requirements and designed hiring strategy; managed external agencies and freelancers; mentored and conducted bi-annual performance reviews
* **Managed marketing for a pivotal global sponsored event, National Retail Federation Conference;** secured media coverage; executed event nurturing program to boost customer engagement; negotiated free sponsorship package worth $27K
* **Produced 15+ client success stories across various formats**, including engaging press releases, videos, and case studies; secured clients through effective relationship-building

**IK Multimedia** | Sunrise, FL | 07/2007 – 07/2016

***Project Marketing Manager*** *(12/2011 - 07/2016)****Email Marketing Specialist*** *(07/2009 - 12/2011)****Marketing Coordinator*** *(07/2007 - 12/2009)*

Oversaw creation and promotion of collateral to support digital campaigns and event activations, including the annual industry conference with a 1,365-square-foot booth. Developed key relationships with internal and external stakeholders. Supported innovative product releases and website updates with informative corporate communications.

 **Achievements:**

* **Executed 40+ technology products and updates**; spearheaded creation and promotion of award-winning programs and events, including Best-in-Show at Consumer Electronic Show
* **Achieved 60% US market share in mobile music creation accessories segment** in collaboration with marketing and sales managers; cultivated relationships with vendor and media partners to grow brand reputation and equity
* **Doubled productivity with a new task management system;** introduced documented procedures for productivity

 ***Additional Experience:***

**The CW Network WSFL TV Station** | Fort Lauderdale, FL | 04/2005 - 02/2007

**EDUCATION & CREDENTIALS**

**Bachelors of Art -** Mass Communication and Journalism, Florida International University | Miami, FL

**Certifications:** Influencer Marketing (2024, Meltwater), Growth Marketing (2023, Growth Tribe), Accelerating B2B Marketing (2021, Forrester), Google Analytics (2020, Google), Inbound Marketing (2019, Hubspot)

**AFFILIATIONS**

**Member:**  South Florida Tech Community, American Marketing Association South Florida Chapter, Revgenius