

Jake A. Behnke

B2B Marketing Leader

B2B branding and marketing veteran with 10+ years of expertise in shaping brand identities, positioning, and messaging. Skilled in driving growth through strategic digital marketing, I excel in driving growth by attracting, engaging, and converting target audiences into loyal customers and brand advocates.

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Experience

December 2022 - September 2023

Director, B2B Marketing

DirectShifts | New York, NY

- Strategically defined ideal customer profiles and go-to-market strategies for emerging market segments.
- Leveraged Salesforce and HubSpot to streamline and standardize revenue operations, enhancing data reliability to set clear OKRs and improve revenue forecasting.
- Crafted compelling messaging, value propositions, and positioning to effectively convey the company's unique value to target audiences.
- Orchestrated the development of marketing content and campaigns to support the entire customer journey.
- Collaborated seamlessly with sales, account management, and customer success teams to synchronize commercial efforts and execute successful account-based growth initiatives.

October 2022 - January 2023

Product Marketing Consultant

Particle Health | New York, NY

- Led qualitative interviews with internal stakeholders and customers to shape messaging, value propositions, and positioning for platform enhancement.
- Created comprehensive product go-to-market assets, including case studies, white papers, videos, webinars, and email campaigns.
- Provided strategic insights and go-to-market recommendations to company leadership.

March 2018 - August 2022

Director, Marketing*

Cureatr, Inc. | New York, NY

- Crafted and executed foundational brand and marketing strategy, defining market segments, ideal customer profiles, buyer personas, brand identity, positioning, and messaging.
- Successfully launched the brand, website, and marketing channels, exceeding lead generation and pipeline goals through a diverse multi-channel digital marketing strategy leveraging content, SEO, social media, PR, advertising, events, and ABM.
- Established scalable, data-driven revenue operations, lead management, and marketing automation for efficient customer journeys.
- Fostered collaboration with leadership, direct reports, and external partners to align marketing with broader company objectives.

February 2014 - February 2018

Senior Marketing and Communications Specialist

Surgical Information Systems, Inc. | Alpharetta, GA

- Spearheaded copywriting and project management for company rebrand and website redesign.
- Orchestrated inbound marketing and executed multi-channel demand generation campaigns.
- Efficiently coordinated cross-functional teams for timely completion of RFPs, RFIs, security assessments, and sales proposals.
- Delivered marketing support across various departments, including sales, product development, customer success, human resources, and legal.
- Managed the commercial tech stack as the system administrator, overseeing HubSpot, Salesforce, Sharepoint, Google Analytics, and SEMRush.

July 2013 - April 2014

Marketing & Sales Analyst

AmkaiSolutions | Armonk, NY

- Gathered, analyzed, and presented market and competitor data and actionable insights to commercial team and leadership.
- Wrote, designed, produced, and executed marketing and customer service campaigns.
- Organized CRM for more effective lead management and sales execution.
- Coordinated and managed logistics for company's event and sponsorship schedule.

Key Skills

ABM	Adaptability
Branding	Collaboration
Content Marketing	Curiosity
Digital Marketing	Creativity
HubSpot	Empathy
Messaging	Integrity
Product Marketing	Leadership
Rev Ops	Mentorship
Sales Enablement	Respect
SEO	Strategy

Education

Syracuse University

M.S - New Media Management

- July 2013

B.A - English and Textual Studies

- May 2012

Results*

2018 - 2021

Traffic Growth

Monthly

Total: ↑ 337% (10.3K to 45.4K)

Organic: ↑ 1300% (2.6K to 31.3K)

SEO Results

Keyword Growth ↑ 1.3K%

Total Ranked Keywords: 5K

Top Ten Results: 645

Target KW Top 10 Results: 7/10

Lead Gen Results

2018 - 2019: ↑ 563%

2019 - 2020: ↑ 61%

2020 - 2021: ↑ 11%

Revenue Growth

Q1 - Q2 2021

Net New Pipeline: \$20 Million

New New Services Customers: 3

- Growth Opportunity: \$158 Million