

JACOB M. BECKSTEAD

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Executive Summary

Innovative, data-driven Marketing Executive with 15+ years of experience delivering \$11M in marketing-generated revenue with a \$1M budget, **achieving an 11x ROMI**, \$3M+ in annual organic revenue across both B2B and B2C segments in the logistics and moving industry. Combines a resourceful, solutions-driven approach with strategic leadership to build high-performing teams, scale marketing initiatives, and expand digital presence. Adept at bridging marketing and IT, leveraging cross-functional expertise to streamline operations, optimize processes, and achieve measurable ROI.

Key Metrics & Highlights

- **3× Increase in Web Traffic:** Grew monthly traffic from 3,000 to 10,000 users by pioneering content marketing strategy.
- **+\$3M Annual Organic Revenue:** Generated consistent inbound leads from organic traffic and \$3.118M in organic lead revenue in 2024 up from \$3.015M in 2023, despite a down economy.
- **40% Booked Leads Conversion:** Doubled lead-to-book rate (20% → 40%) with targeted email nurturing for contacts.
- **Cross-Functional Oversight:** Managed both Marketing and IT departments, leading platform migrations, custom development, and analytics.
- **Championed Strategic Partnerships:** Secured additional funding for a new sports marketing initiatives—beyond the existing \$1M marketing budget—demonstrating the ability to drive brand-building investments that elevate market presence.

Core Competencies

- Executive Leadership & Team Building
- Content Marketing & SEO
- CRM & Marketing Automation
- Market Research & Competitive Analysis
- Stakeholder Engagement & Board Reporting
- Demand Generation & Lead Nurturing
- Product Marketing / Go-to-Market Strategy
- Digital Platform Migrations
- P&L Management, Budgeting & ROI Analysis
- Customer Journey Mapping & Experience Optimization
- Strategic Planning & Forecasting
- Cross-Functional Collaboration
- Servant Leadership & Mentorship
- Corporate Communications & PR
- IT Oversight & Technical Fluency
- Strategic Partnerships & Alliances

Professional Experience

CHIEF MARKETING OFFICER

Bailey's Consolidated Services Group | Colorado, United States | 2021 – Present

Provide strategic oversight for multiple moving and logistics brands, B2C and B2B, driving integrated campaigns that encompass brand management, video marketing, content creation, and social media. Deliver \$11M in marketing-generated revenue with a \$1M budget, achieving a 11x return on marketing investment (ROMI). Manage a cross-functional team of 6—including sales development—while also supervising the IT department to ensure alignment between technology, operations, and marketing objectives. Collaborate with executive leadership on budgeting, analytics, and growth strategies, resulting in cohesive programs that bolster brand visibility, generate qualified leads, and sustain revenue growth.

- **Expanded Digital Footprint:** Implemented a content-first marketing approach (inspired by “They Ask, You Answer”), fueling a 3× jump in web traffic and consistent year-over-year revenue of \$3M+ through inbound organic leads.
- **Boosted Conversion Rates:** Created an automated email workflow that improved appointment booking from 20% to 40% for “assumed appointments,” enhancing lead engagement.
- **Team Development:** Mentored and promoted a content writer into a Brand Marketing Manager role, sustaining and then increasing lead volume and revenue even through an economic downturn.
- **Technical Leadership:** Transitioned the corporate website from a custom Angular platform to Webflow in 60 days, implementing custom JavaScript and CSS while training team members on new platform capabilities.
- **Budget Management:** Managed a \$1M+ annual marketing budget across multiple brands, optimizing spend for highest ROI while supporting brand growth and revenue targets.
- **Executive Leadership:** Successfully advocated an additional \$100K in sports marketing spend, securing executive buy-in by demonstrating long-term ROI potential.

DIRECTOR OF MARKETING & TECHNOLOGY

Bailey's Consolidated Services Group | Colorado, United States | 2018 – 2021

Managed two B2B and one B2C brand, guiding marketing, technology, and sales strategies. Directed a cross-functional team of 3 and supported 14 outside sales members across multiple states.

- **Content & Demand Gen:** Drove lead generation via blogs, social media, and email marketing; introduced strategic SEO/SEM practices that substantially grew organic search traffic.
- **Data-Driven Insights:** Built custom dashboards to track leads, inbound traffic, appointment bookings, and sales conversions, enabling weekly “rapid fire” optimization meetings.
- **Cross-Functional Collaboration:** Integrated marketing automation with sales and operations systems, improving overall customer experience and lead handling efficiency.

MARKETING MANAGER

Bailey's Consolidated Services Group | Colorado, United States | 2015 – 2018

Led digital marketing initiatives, vendor relations, and brand growth strategies.

- **SEO & SEM Success:** Grew organic web traffic by 20% YoY and introduced paid advertising programs that added ~1.5K new monthly users.
- **Cost-Per-Lead Reduction:** Implemented robust SEM campaigns and social media marketing strategies, reducing CPL by \$450 over a 2-year period.
- **High-Profile Collaborations:** Built relationships with major sports teams (Denver Broncos, Utah Jazz, BYU), showcasing the brand to wide audiences.

DIGITAL MARKETING SPECIALIST

Bailey's Moving & Storage | Colorado, United States | 2010 – 2015

Created content for multiple digital channels, driving brand awareness and engagement.

- **Social Media & Paid Advertising:** Improved lead generation through data-driven ad campaigns (Facebook Ads, Google AdWords).
- **Early SEO Initiatives:** Established best practices for on-page optimization and content strategy, forming the basis of future inbound marketing efforts.
- **Agency Management:** Oversaw collaborations with external marketing agencies (creative, paid search, web development), ensuring alignment with brand standards, performance goals, and budget parameters.

Education & Certifications

MBA, Marketing – Colorado State University

BS in Economics – Brigham Young University – Idaho

Professional Certified Marketer (PCM) – American Marketing Association

HubSpot Sales & Marketing Certified – HubSpot

Additional Highlights

- **IT & Technology Management:** Oversight of IT operations, including vendor management, project roadmaps, and software development coordination.
- **Analytics & Reporting:** Skilled in creating real-time dashboards and metrics to assess marketing ROI, user engagement, and campaign success using PowerBI.
- **Servant Leadership Philosophy:** Known for hands-on coaching, collaborative goal-setting, and “operational rhythm” accountability structures.
- **Volunteer & Community Involvement:** Participates in various local and industry volunteer initiatives (details available upon request).

Technical Proficiencies

- **CRM & Marketing Automation:** HubSpot, ActiveCampaign, MailChimp
- **Web & CMS:** Webflow, Angular, WordPress, HubSpot, Google Tag Manager
- **Analytics & Data:** Google Analytics (UA & GA4), Google Looker Studio, PowerBI
- **Advertising & Social:** Google Ads, Meta Ads, TikTok Ads, Hootsuite, Sprout Social, Buffer
- **Collaboration & Project Management:** Slack, Teams, Asana, Monday.com, Trello
- **Scripting & Languages:** Python (basic), SQL (intermediate), HTML/CSS/JS
- **Integrations:** Zapier, API, Webhooks