

# JUSTIN L. SNASEL

## INTRODUCTION

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I'm Justin Snasel, a Dallas-based Marketing and Operations executive with multi-discipline experience in performance and growth marketing, marketing and sales operations, digital strategy, P&L management, and more. Proven track record implementing growth and performance strategies across the private and public sector, in start-up, mid-market, and enterprise level companies, across B2C, B2B, B2G.

## WORK HISTORY

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### **Clearview AI - Vice President, Marketing**

*New York, NY*

*09/2022 – 12/2023*

As Vice President of Marketing, I was responsible for Inbound and Outbound growth strategies across State & Local, Federal, and Global verticals. In FY23, the team delivered outstanding results by reducing marketing expenses by 62% compared to the previous year, boosting net new Annual Recurring Revenue (ARR) by 293%, and ultimately generating 92% of the company's total sales opportunities.

- Spearheaded digital marketing and growth hacking initiatives, elevating lead generation and enhancing brand awareness through SEO, SEM, and various digital strategies.
- Formulated and executed a comprehensive annual marketing plan, resulting in three consecutive quarters of net new ARR growth for the company.
- Established and tracked both short-term and long-term goals for internal teams, utilizing OKRs and KPIs.
- Oversaw the Marketing Department's budget resulting in a 62% annual cost savings while simultaneously producing +293% in YoY ARR growth.
- Collaborated directly with the Chief Revenue Officer to attain MQL, SQL, and net new ARR Sales targets.
- Produced regular C-Suite and board-level attainment and projection reporting for key marketing metrics, which directly contributed decision-making.

### **RollKall - Director of Growth**

*Dallas, TX*

*09/2020 – 09/2022*

As Head of Growth, responsible for creating a repeatable, scalable and predictable online inbound demand generation engine which operates at sustainable 1:4 CAC:LTV unit economics, a website backend to effectively convert web visitors to leads (MQL) to (SQL), and data-driven technical analysis to further the businesses expansion into law enforcement and adjacent small to medium-sized business client markets.

- Created and implemented an inbound marketing attribution model which successfully identified marketing contributed revenue at a 1:10 CAC:LTV within one quarter.
- Tested and pivoted digital demand campaigns resulting in an overall 16% decrease in digital marketing spend while improving lead conversion rates by 90%.
- Reengineered information architecture and scaffolding for the company's website resulting in a 10% increase in web sessions, a 93% increase in page views, a 76% increase in pages per session, and a 62% decrease in bounce rate over Q420.

## WORK HISTORY (CONT.)

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### **ACTIVE Network - Sr. Manager, Marketing Activation**

*Dallas, TX*

*10/2018 – 09/2020*

As head of Marketing, oversaw a 13-member team of interactive, content, digital, web and event marketers to execute omni-channel strategies that generate, nurture and convert pipeline, and maximize the lifetime value of customers.

- Restructured digital marketing initiatives for high value content download and RMI campaigns resulting in a +248% YoY increase in SQLs from paid search and social channels.
- Project managed the consolidation of 42 domestic and international web properties within a corporate website resulting in +54% YoY increase in unique session traffic.
- Project managed the design and development of a dynamic web property resulting in +229% YoY increase in unique session traffic and \$1.2M in net new pipeline.

### **Integrated International Payroll (iiPay) - Global Marketing Manager**

*Dallas, TX*

*12/2016 – 10/2018*

As head of Marketing, managed marketing and demand generation efforts for Integrated International Payroll (iiPay), a market-leading, cloud-based global payroll software company owned by private equity group Teakwood Capital.

- Generated \$29M in pipeline during FY17 (+314% YoY) through behavioral marketing campaigns and highly targeted audience segmentation.
- Oversaw the business development and demand team to effectively execute target market prospecting, campaign strategy and reporting, and BANT-qualify leads, producing a +560% YoY increase in MQLs.
- Product managed a proprietary analytics dashboard which focused on contemporary data visualization and customer usability. Realized 73% customer adoption.

### **City of Dallas - Sr. Public Information Officer**

*Dallas, TX*

*May 2015 – Dec. 2016*

As head of digital strategy, led and supervised digital media, citizen engagement product management, campaign strategy and execution on behalf of the City Manager's Office.

- Project managed department stakeholders to develop communications tools to promote City objectives and drive stakeholder engagement through traditional and online methods.
- Media liaison and communication strategist for Aviation, Courts, Dallas Animal Services, Economic Development, Office of Emergency Management, Parks and Recreation and Planning and Urban Design.

### **City of Arlington - Electronic Media Specialist**

*Arlington, TX*

*Oct. 2012 - May 2015*

Responsible for development and management of electronic content and digital outreach for the City of Arlington Parks and Recreation Department, in Arlington, Texas.

### **ReachLocal - Sr. Web Presence Professional**

*Plano, TX*

*Mar. 2011 – Oct. 2012*

Supervised a team of four elite Web Presence Professionals servicing digital marketing needs for a vertical of more than 80 small to medium-sized clients across the country.

## PROFICIENCIES

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Revenue Operations, Growth Marketing, Business Development, Demand Generation, Digital Marketing, Paid Search, Audience Hacking, Stakeholder Engagement, Digital Strategy, Budget Management, Sales Enablement, Marketing Automation, Data Visualization, Campaign Strategy, Lead Conversion, Inbound Marketing, Marketing Activation, Strategic Analysis, SEO, SEM, Lead Generation, Digital Media, Marketing Planning, Project Management, Web Marketing, Event Marketing, Content Marketing, Brand Awareness, User Experience

## EDUCATION

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*Texas Tech University – Lubbock, TX | 2010*

Bachelor of Arts in Public Relations with minor in Business Administration

## RECOMMENDATIONS

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### **Danny Cho**

Chief Revenue Officer, Clearview AI

Link: <https://www.justinsnasel.com/recommendations/danny-cho>

### **Ana Mehryari**

Chief Marketing & Communications Officer, RollKall

Link: <https://www.justinsnasel.com/recommendations/ana-mehryari>

### **Keri Williams**

Data Solutions Engineer, TapClicks

Link: <https://www.justinsnasel.com/recommendations/keri-williams>

### **Toby Green**

VP of Product, Endurance, ACTIVE Network

Link: <https://www.justinsnasel.com/recommendations/toby-green>

### **Ben Doctor**

Vice President, User Experience, Jamf

Link: <https://www.justinsnasel.com/recommendations/ben-doctor>

### **Loren Brockhouse**

Vice President of Global Sales, BusinessSolver

Link: <https://www.justinsnasel.com/recommendations/loren-brockhouse>

### **Sana Syed**

Executive Vice President, Nicholas Residential, LLC

Former Director of Public Information Officer, City of Dallas

Link: <https://www.justinsnasel.com/recommendations/sana-syed>

### **Ryan Hegreiness**

Innovation and Communications Manager, City of Westminster

Link: <https://www.justinsnasel.com/recommendations/ryan-hegreiness>