

# Jason Worrix

Marketing & Growth Leader

Louisville, KY 40245

502-612-9764

[jasonworrix@gmail.com](mailto:jasonworrix@gmail.com)

[jason.getstableflow.com](http://jason.getstableflow.com)

[linkedin.com/in/jasonworrix](https://linkedin.com/in/jasonworrix)

## PROFESSIONAL SUMMARY

Revenue-focused Marketing & Growth leader with 12+ years building scalable acquisition, lifecycle, and performance systems for high-consideration consumer, healthcare technology, and B2B brands. Proven track record scaling organizational revenue, reducing CAC, and managing 8-figure media budgets with measurable ROI across the full funnel. Operates at the intersection of strategy and execution, equally comfortable setting go-to-market direction and owning daily revenue performance. Thrives when marketing is expected to directly drive enterprise value.

## CORE COMPETENCIES

| Growth & Revenue                                                                                                                                                     | Leadership & Strategy                                                                                                                                                               | Technology & Analytics                                                                                                                                                                             |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Full-Funnel Acquisition Strategy<br>Paid Media (\$10M+ Budgets)<br>SEO / SEM / CTV<br>Lifecycle & Retention Marketing<br>CAC / LTV Optimization<br>A/B Testing & CRO | P&L Ownership & Budget Management<br>Go-To-Market Strategy & NPIs<br>Brand Positioning & Messaging<br>Cross-Functional Alignment<br>Team Building & Development<br>Sales Enablement | CRM: Salesforce, HubSpot, Klaviyo<br>Analytics: GA4, Wicked Reports<br>E-commerce: Shopify, WordPress<br>Multi-Touch Attribution<br>AI Marketing & Creative Tools<br>Full MarTech Stack Management |

## PROFESSIONAL EXPERIENCE

### Marketing Director

**QUANTELLIGENT** | 07/2025 – Present

- **Growth Performance Ownership:** Direct global marketing strategy and P&L for a dual-arm revenue engine, leading DTC growth across a telehealth and wellness portfolio while acting as a strategic growth partner to key stakeholders.
- **Telehealth GTM & Client Leadership:** Productized internal DTC growth frameworks into a scalable telehealth model, securing high-floor enterprise client contracts (\$360k ACV) and leading regular business reviews to align growth initiatives with overarching commercial objectives.
- **Acquisition & Campaign Oversight:** Reduced new CAC by 56% at scale by deploying AI-powered creative and reporting tools, monitoring key unit economics, and guiding cross-functional teams to maximize multi-channel output.
- **Omnichannel Strategy & Analytics:** Developed integrated frameworks across paid media, SEO, SEM, and CRM using multi-touch attribution models to justify upper-funnel investment, delivering a 29% increase in total revenue.
- **Lifecycle & Retention:** Architected a full-stack CRM infrastructure; deployed automated email, SMS, and push sequences that now drive 29% of total revenue and scaled repeat purchase AOV by 41% to maximize customer lifetime value (LTV).
- **Creative & Conversion Optimization:** Led website A/B testing, landing page optimization, and creative reviews to continuously improve conversion rates, user activation, and overall marketing efficiency.

## Director of Marketing

**MAGNAWAVE PEMF & AURA WELLNESS** | 06/2023 – 07/2025

- **Revenue Transformation:** Rebuilt the entire marketing operation and served as strategic partner to CEO, scaling the combined organization from \$14M to \$25M — 79% growth — in under two years.
- **New Brand GTM:** Launched AuraWell brand from concept to \$2M revenue in under 12 months as sole marketing leader, owning full positioning, messaging framework, and go-to-market strategy for a regulated product line.
- **Demand Generation:** Delivered a record-breaking \$6.8M quarter through integrated campaigns. Reduced CAC by 26% (from \$667 to \$492) within 90 days by rebuilding paid media strategy and attribution models.
- **Lifecycle & Pipeline:** Built CRM and nurture infrastructure including 7 product-specific funnels, transforming cold traffic into inbound demo requests, trial accounts, and qualified pipeline. Improving Customer Lifetime Value across B2B and B2C segments.
- **Sales Enablement:** Implemented a 2-minute lead response SLA and created sales scripts and qualification frameworks that directly improved conversion rates and deal velocity.
- **People Leadership:** Hired and developed a 5-person team covering marketing and web operations; managed technical implementation of CRM infrastructure and affiliate tracking systems.

## Digital Paid Media Manager

**SIRVA GLOBAL RELOCATION SERVICES** | 03/2022 – 06/2023

- **Media Budget Ownership:** Managed a \$10M+ annual media budget across three service lines, directing paid strategy across search, display, social, and connected TV.
- **Acquisition Efficiency:** Reduced cost per lead from ~\$70 to \$50–60 (14–29% improvement) by optimizing media mix and rebuilding paid media strategy and attribution models.
- **Attribution Infrastructure:** Built a full-funnel attribution framework to justify upper-funnel investment and connect media spend directly to pipeline and revenue outcomes.

## Digital Marketing Manager

**EQUIFAX WORKFORCE SOLUTIONS** | 10/2020 – 03/2022

- **M&A Integration:** Led digital marketing strategy through a major acquisition, integrating marketing systems and ensuring seamless go-to-market execution across combined organizations.
- **Demand Generation:** Owned Account-Based Marketing (ABM) and integrated programs, growing web traffic 50%+ and delivering high-quality enterprise pipeline.
- **MarTech Optimization:** Streamlined MarTech stack and CRM automation to improve targeting precision, enhance campaign performance, and reduce operational overhead.

## Director of Marketing & Product

**MY CAMPAIGN STORE** | 03/2014 – 10/2020

- **Platform Scaling:** Built and scaled a proprietary e-commerce platform from startup to market leader, serving as Product Owner and managing the full software development lifecycle.
- **Revenue Growth:** Drove 150% annual sales growth for six consecutive years through integrated digital strategy — SEO, SEM, email marketing, direct mail, and print.
- **Operations Ownership:** Owned daily operations, continuous site optimization, and full financial performance for a high-volume political e-commerce platform.

## EDUCATION

Bachelor of Arts, New Media | University of Kentucky 2012