

Jarron Vosburg

B2B Sales and Marketing Executive

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PROFESSIONAL EXPERIENCE

JumpCrew

October 2024 - Present

Senior Vice President, Partnerships

- Redesigned the new business organizational structure, overseeing both growth marketing and sales, resulting in a shared responsibilities over both departments
- Improved Lead to SQL from 8.27% to 40.51% and Lead to Opportunity from 9.77% to 18.87%
- Established a sales process refresh, including structure, timing, expectations, and deliverables for each step in the sales cycle from inbound lead response time to signed contract handoff
- Coordinated ABM campaigns, aligning marketing tactics and sales activities to simultaneously prioritize and penetrate target accounts
- Vetted and implemented technology across the buyer journey to facilitate faster and higher ACV sales

X (formerly Twitter) - JumpCrew Client

October 2023 - October 2024

Vice President, Sales and Marketing, SMB Ad Sales

- Scaled the SMB advertising sales team from 0 to over 135 dedicated sellers in less than 10 months
- Increased unique X advertisers by 190% between January '24 and August '24
- Drove over 12,346 unique meetings with SMB advertisers between November '23 and August '24
- Led over \$50.9m in SMB ad revenue in '24, \$18.2m of which was net new
- Increased net new revenue from 14.05% of gross revenue to 45.02% between January '24 and July '24
- Redesigned and relaunched business.x.com to attract and convert SMB advertisers
- Increased SMB ads daily run rate by 264% between January '24 and July '24

JumpCrew

April 2023 - October 2023

Vice President, Growth Marketing

- Led strategy development and execution to drive customer acquisition for JumpCrew
- Aligned marketing, sales, PR, and delivery teams to optimize existing and establish new, cost-effective processes to achieve and exceed top of funnel, qualified opportunity, and ultimately revenue goals
- Audited and optimized the effectiveness of existing marketing channels such as paid search, landing pages, emails, social media, website, etc., based on data-driven insights
- Led an extensive market research campaign to identify market niche and applied learnings to reposition the JumpCrew brand in a competitive market
- Developed profitable products cross-functionally and developed customer acquisition funnels and sales processes to accelerate new business

JumpCrew

July 2020 - April 2023

Vice President, Sales

- Conceptualized and executed full-cycle sales process for SMB, mid-market, and Enterprise sales
 - Recruited, hired, and managed a team of ten (10) full-cycle sales representatives
 - ACV of deals sold between \$120,000 - \$1,000,000+
 - Directly responsible for negotiating and closing deals with companies like Alibaba, Zillow, X (formerly Twitter), Kinetic Business, iTradeNetwork, and Airbnb
 - Oversaw the highest sales year in company history, reaching 150% to goal in three consecutive months on two separate occasions
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PROFESSIONAL EXPERIENCE CONT'D

JumpCrew

June 2019 - July 2020

Director, Enterprise Accounts

- Responsible for the onboarding, GTM strategy, staffing, operation, and delivery of outsourced sales and marketing teams on behalf of JumpCrew
- Direct point of contact for dozens of client accounts with four (4) Sales Manager direct reports, eight (8) team leads, and over sixty (60) sales representatives at any given time
- Oversaw the launch and management of sales teams on behalf of companies like Experian, Starry, Best Version Media, Twitter, and Unilever
- Managed both inside and outside sales teams, each with varying objectives, KPIs, and target ROI needed for each customer account
- Built and delivered weekly reporting calls to clients to summary sales performance, needs, action items, and strategic pivots

JumpCrew

October 2017 - February 2019

Account Executive - Team Lead

- Achieved 100% or greater quota achievement MoM throughout first 12 months in frontline sales role
- Elevated to Team Lead position within 6 months, supporting team of 6 Account Executives
- Facilitated team and individual call coaching with peers while maintaining personal pipeline and quota
- Managed full cycle sales process from self-sourcing, fielding inbound leads, proposal development, contract negotiation, onboarding, and early stage account management

Ancestry.com

August 2015 - October 2017

Partner Account Manager

- Created SaaS training program and implemented in markets across the United States
- Traveled to newspaper sites to conduct live product demonstrations and training sessions for new users
- Personally responsible for over \$2.1 million in revenue generated for Memoriams.com product
- Managed dozens of user accounts to ensure product competency and satisfaction
- Developed visual branding for Memoriams product, authored marketing copy, designed marketing collateral, and coordinated tradeshow activations
- Managed all email marketing, copywriting, visuals, and metrics
- Core member of UX and UI redesign team between Memoriams.com and Ancestry.com

Special Artists Agency

January 2013 - August 2014

Talent Agent - Branding/Endorsements/Commercial/Luxury

- Managed a client list of over 100 actors, musicians, designers, and lifestyle professionals in unison with company founder and CEO
- Interfaced regularly with C-level executives at some of the largest agencies in the world
- Developed client pitches and conducted presentations to industry executives
- Managed all video and photography shoot pre-production, scheduling, contract negotiation, hair/makeup, travel booking, production needs, and post-production approvals
- Conducted frequent meetings of talent representation teams to manage ongoing projects

Media Appearances

BuiltIn: Regular Contributor

<https://builtin.com/authors/jarron-vosburg>

Sales Enablement with Andy Paul

Episode 968: A New Model for B2B Sales

Growing Tech Fast Podcast

The Org3D

Content Amplified Podcast

Is Organic Social Content the Future of Sales?

Daily Sales Tips with Scott Ingram

Sales Tip 1789: Create Shared KPIs and Commission Pools for Sales and Marketing

The Win Rate Podcast

Episode 66: Pipeline is Easy, Winning is Harder

Make It Happen Podcast with John Barrows

Episode 299: Why Everything Should Be an Experiment

SDR Alpha Podcast

Episode 49

Digging Deeper Podcast

Rethinking the Pitch Deck and Other Ideas