

Jeffrey Gomez

Demand Generation, Brand, Product Marketing and Growth Marketing

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Marketing leader with 15+ years of experience driving demand generation, performance marketing, and brand strategy. Built and led marketing functions across acquisition, content, lifecycle, events, sales enablement, analytics, and go-to-market. Proven record of scaling operations, optimizing multi-channel programs, and increasing revenue and ROI.

- Built and led marketing functions spanning brand, demand generation, product marketing, go-to-market, lifecycle, content, events, sales enablement, SEO/SEM, and analytics.
- Managed \$14M annual marketing budget and delivered 50K annual high-value leads.
- Doubled pipeline ROI and qualified pipeline through channel strategy, funnel analytics, and sales alignment.
- Doubled revenue leading to a \$100M+ acquisition.

PROFESSIONAL EXPERIENCE

Paragon Consulting — Seattle, WA / Remote

Marketing Consultant, October 2025 – Present

- Manage over \$2M in annual client marketing budgets across B2B SaaS, mental health, nonprofit, and service-based organizations.
- Build go-to-market, ICP, campaign, lifecycle, website, and social strategies to drive customer acquisition.
- Advise founders and leadership teams on marketing strategy, product direction, brand voice, budget allocation, and growth priorities.

Poll Everywhere — Seattle, WA / Remote

Marketing Director, March 2024 – October 2025

- **Doubled pipeline ROI** by restructuring and leading marketing organization spanning Product Marketing, Brand, Demand Generation, Go-To-Market, Content Creation, Lifecycle, Events, SEO, SEM, Sales Enablement, Operations, Growth, and Digital.
- Restructured all marketing channels using AI and revenue refocus, resulting in a 5x increase in Paid Ads ROI, 30% increase in email CTR, 50% increase in event leads, and a 75% increase in SEO traffic.
- Managed and trained a skilled marketing team with a seven-digit marketing budget, successfully coaching two direct reports into promotions.
- Led an eight-month go-to-market for our 2.0 AI product, delivering a successful launch and thousands of successful signups within the first week.
- Delivered sales assets, ABM, lead scoring, and retargeting to enhance sales conversion efforts.
- Contributed to strategic business decisions and presented marketing reports as a member of the Senior Leadership Team and Security Committee, personally restructuring internal reporting frameworks.

Teikametrics — Seattle, WA / Remote

Director of Demand Generation, October 2022 – September 2023

- **Doubled pipeline generation** by building out new demand generation channels, expanding upon existing successes, and training the team on new marketing functions.
- Managed a marketing team and a seven-digit annual budget covering Demand Generation, Content Creation, Lifecycle, SEO, SEM, Operations, Growth, Digital, Product, Brand, and multiple \$250K+ events.
- Partnered with Sales and Product to deliver comprehensive and effective marketing materials, increasing funnel conversion rates.
- Delivered executive-level reporting and analytics on marketing progress and business impact, and developed company-wide revenue and pipeline models to forecast company's financial success.

UpNest — San Francisco, CA / Remote

Marketing Director, January 2020 – October 2022

- **Doubled revenue and drove 50K annual high-value B2C leads** as the head of all marketing strategy, implementation, and analysis, including Paid Ads, SEO, referral, and other channels.
- Managed a marketing team as the head of a \$14M+ department, and directed numerous freelancers, contractors, and agencies.
- Oversaw and executed SEO, SEM, and organic strategy, including the management and creation of targeted content, blog articles, video shoots, and backlinks, leading to a 5x increase in organic leads.
- Developed and maintained business-critical analytics projects, including revenue forecasting, to help drive the strategic direction of the company.
- Helped lead the company to a successful **\$100M+ acquisition by Realtor.com**.

Marketing Associate, January 2018 – January 2020

- Oversaw all aspects of Demand Generation, including Google Ads and Search Engine Optimization.
- Drove consistent, year-over-year lead and revenue growth through improvements in the inbound funnel.
- Built analytical and predictive models to inform intelligent marketing and business spend.
- Conducted market research to understand consumer behavior, analyze competitors' strategies, and identify market trends to inform marketing decisions.

Paragon Resumes — San Francisco, CA / Remote

CEO/Founder, June 2011 – January 2018

- Founded, managed, and developed business and marketing strategy for all aspects of an international ecommerce resume service.
- Drove all marketing efforts across Google Ads, Google Analytics, Bing Ads, and Facebook Advertising in PPC, SEM, SEO, remarketing, and keyword bidding campaigns.
- Recruited, interviewed, hired, trained, and managed four independent contractors, copyediting work when necessary and developing comprehensive internal style guides.

EDUCATION AND PROFICIENCIES

Northwestern University, Evanston, IL

Bachelor of Arts in History and Political Science, 2011

Technical Proficiencies: HubSpot, Salesforce, SEMrush, Ahrefs, Moz, Microsoft Power BI, Amplitude, Hootsuite, Unbounce, Asana, Google Tag Manager, Excel, Canva

AI Tools: Codex, ChatGPT, Pencil, Canva Magic Studio, HubSpot AI Tools, Shopify AI, Gemini AI Video

Advertising Platforms: Google Ads Certified, Google Analytics Certified, Bing Ads Accredited, Facebook, LinkedIn, Instagram, Apple, Twitter, Reddit, Quora, Nextdoor, Amazon, TikTok