

Contact Information

Jacob Stewart — jake-stewart.com — [LinkedIn](#) — 765.714.8507 — jacstewa@gmail.com

Professional Summary

Senior marketing leader specializing in demand generation, digital strategy, and marketing operations across agency and corporate environments. Proven ability to build and scale multi-channel marketing programs that drive pipeline growth, improve lead quality, and align closely with sales objectives. Experienced in marketing automation, performance analytics, and developing repeatable campaign systems that support measurable revenue impact.

Professional Experience

Hive Digital, Inc. - June 2023 to present

Director of Marketing

- Lead strategic direction and operations of a full-service marketing agency supporting 60+ clients, with a focus on demand generation, lead acquisition, and performance marketing.
- Lead and develop cross-functional teams and external partners, including department managers, creative resources, and marketing vendors, to deliver coordinated, high-performing marketing programs.
- Oversee a diverse client portfolio, developing and executing multi-channel marketing programs aligned with client acquisition, lead generation, and revenue objectives.
- Re-engineered service delivery and campaign execution processes, increasing client retention by 74% over three years and contributing to net client growth of +29.
- Implemented AI and automation-driven workflows to improve campaign scalability, data analysis, and operational efficiency across marketing programs.
- Develop and oversee integrated demand generation campaigns across paid media, SEO, email, web, and account-based marketing (ABM) initiatives to drive lead volume, improve targeting precision, and increase conversion rates.
- Partner with client stakeholders and sales teams to align marketing programs with pipeline development, lead quality, and revenue goals.
- Establish reporting frameworks and dashboards to track campaign performance, lead attribution, and ROI across channels.
- Oversee marketing technology utilization, including analytics platforms and CRM-integrated workflows supporting lead tracking and campaign execution.

Crecera Brands: The Golf Warehouse and BaseballSavings.com - June 2022 to May 2023

SEO Manager

- Led organic search and content strategy to reverse multi-year declines in traffic and revenue, improving acquisition performance and conversion outcomes across ecommerce brands.
- Conducted comprehensive digital audits and developed strategic roadmaps to improve site performance, search visibility, and lead/customer acquisition.
- Led cross-functional content teams to support acquisition strategies, improve content performance, and enhance conversion across digital channels.

Gainbridge / Group 1001 - Nov 2021 – June 2022

Senior Consultant, Digital Marketing Strategy

- Supported development and execution of integrated marketing campaigns across digital, broadcast, and event channels.
- Developed multi-channel content supporting national brand initiatives across video, television, radio, print, and digital placements.
- Contributed to marketing initiatives tied to high-profile sponsorships, including the Indianapolis 500, Indiana Pacers, and Formula 1 Miami Grand Prix.
- Collaborated across marketing, creative, and business teams to ensure alignment of messaging and campaign execution across channels.

AMETEK Instrumentation Systems - May 2021 to October 2021

Digital Marketing Manager

- Directed integrated digital marketing strategy for two B2B brands, aligning campaigns with lead generation goals and supporting pipeline development.

Toyota Material Handling - December 2016 to May 2021

Digital Marketing Supervisor

- Developed and optimized campaign strategies to improve lead conversion rates, customer acquisition, and overall marketing ROI.
- Managed internal team members and external agency partners to execute integrated campaigns across digital, trade, and event channels.

University of Central Florida, Writing and Rhetoric - August 2012 to May 2016

Instructor

- Instructed multiple college courses.

Skills

Demand generation, marketing strategy, marketing automation, CRM and Lead Management, Digital Marketing (SEO, Paid Media, Email), Marketing Analytics and Reporting, Conversion Rate Optimization (CRO), Go-to-Market Strategy, Team Leadership and Development, Vendor and Agency Management, AI and Marketing Systems

Education:

Masters of Arts, Writing and Rhetoric (English), University of Central Florida
Bachelor of Arts, Indiana University