



JASON E. BETTINGER – Sales Growth Catalyst

Contact: 0422 768 444 Jason@JasonBettinger.com

Career Goal

To **Create** opportunities in business and tech that drive ahead digital transformation.
To **Connect** and influence with people, business owners and other digital influencers
To **Care** in building long term professional relationships for a better UX tomorrow.

Key Relevant Skills

- ✓ **High EQ. Entrepreneurial** ✓ **Action Taker, Communicator, Systems, Partnership Builder** ✓ **10 years Digital, 15 years Marketing/Sales Experience**
- ✓ **Get-things-done Leader**
- ✓ **Well-connected Sydney Local Network** ✓ **Experienced SME-Enterprise Sales in Digital, Web, SaaS, PaaS** ✓ **Top Notch Sales, Writing & Passionate Presenter**

Results-Driven Executive 4-Point Summary

1. **Built 3 successful companies** from scratch→ to **producing millions of dollars of revenue.**
2. Sourced, engaged and **lead growing relationships with key Digital Agency partners**, i.e. Google, LinkedIn, Facebook in negotiating joint marketing initiatives with win-win outcomes.
3. Drove marketing customer acquisition strategies (Pre/Sale/Post) and **led in person event presentations to thousands** and jointly with channel partners. Formed solution driven digital, ecommerce and web solutions for SME-Enterprise clients driving **lucrative agency revenue.**
4. Worked deeply with **Government heads in Digital Transformation** and Department of Finance in becoming a pre-approved Drupal development provider for Government agencies Australia wide.

Sales and Leadership Priorities

I build with **Integrity, Communication** and **Trust** with a self-driven motivated to improve to mastery attitude individually and as a team. **Customer > Team > Individual.**

Relevant Career Summary

FFW Agency – Web Development | Digital Strategy | Drupal | PaaS | UX **Jan 2017 – June 2017**
Regional Sales Director – APAC (contract-consultant)

Responsibilities

- Develop regional industry customer acquisition partnerships and establish Regional Sales Revenue, Enterprise and Fortune 500 Companies across APAC. US stakeholder management. Head strategic relationships with **Amazon Web Services, Acquia, Sitecore and Digital Agencies**

Key Achievements:

- ✓ Headed multi-million-dollar negotiations. Worked with and built relationships on key clients Australian Government, Samsung, YMCA, Vodafone and others in Asia Pacific region.
- ✓ Won Drupal panel-ship for key government Australian wide pre-approved provider.

Titan Digital - Websites | SEO | Social Media | Video | Digital Marketing **July 2015- Jan 2016**
Director of Sales – NSW (contract-consultant)

Responsibilities

- Establish titan business in Sydney, grow revenue. Hire, train and manage teams in Sydney office.
- Further establish agency strategic partnerships and lead locally Google Premier Partnership.

Contact: 0422 768 444 Jason@JasonBettinger.com



Accomplishments

- ✓ Successfully spearheaded new office establishment in NSW, hiring, training and sales delivery.
- ✓ Grew local team revenue from 0 to 50,000 recurring monthly contracts (600,000/yr) in 6mo.

Web Fixers - Websites | SEO | Social Media | Video Marketing

June 2011 – April 2015

Position: CEO

Responsibilities – SEO/SEM/eCRM/PPC/eDM, Content Performance Marketing.

- Develop Innovative uses of Social Media & Content Marketing, SEO & Video Web Development
- Deliver Customer Engagement via email marketing campaigns, e-newsletters and behavioural analysis marketing. [B2B] + Built internal cloud based proprietary project management system.

Key Achievements:

- ✓ Built the company from 0 into a 1.4 million per year in sales recurring by 2014.
- ✓ From 0 contracts to more than 250+ customers, \$500-\$1000/per month avg. spend, **Sold in 2015**

Web Marketing Pros - SEO/PPC | PaaS | SaaS

Feb 2006 – Nov 2010 (US)

Co-Founder / Chief Marketing Officer

Responsibilities

- Hire, train and manage a team of sales account managers locally and telemarketing remotely.
- Create and implement Digital Marketing sales strategy with a focus on ROI positioning, clarity of packages, target segments and (USP) unique selling points to SMEs.

Key Achievements:

- ✓ Grew company to more than 20 local and overseas staff, turn over 2+ million a year, sold.

Education, Interest and Experiences

TERTIARY/ CREDITS

Google AdWords Certification

- 2016

HubSpot Inbound Marketing Certification

- 2016

International Economics

Baker University, KS, USA

Japanese Language and writing

(TAFE, Australia)

Start-up Entrepreneur

- *Its own level of education*

PASSIONS

Healthy Living, Scuba Diving, Music
Trail/Marathon running, Tech innovation

*Thank you, I would love to help
create, connect and care
driving phenomenal results!*

Contact me anytime!

RESIDENCY:

Australian Permanent Resident

Flexible Travel, experience across the
US, Asia and South Pacific.

SOCIAL MEDIA | NETWORK | BLOG:

(clickable links)



Community / Other

Founder of oceanfriend.org a community
advocating responsible plastic usage and
marine sustainability.

Founder of [Expedition Dive](#), a scuba dive
training centre. [weekends/team run]

Founder of [Special Events Australia](#), a music
and photo entertainment website. [team run]

[Resume Site](#) | [Contact Me](#)

www.jasonbettinger.com

Contact: 0422 768 444 Jason@JasonBettinger.com

