



JASON E. BETTINGER – Sales Growth Catalyst

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Career Goal

To **Create** opportunities in business and tech that drive forward digital transformation.
To **Connect** and influence for collaborative opportunities that result in positive action.
To **Care** in fostering long term professional relationships for a better digital tomorrow.

Key Relevant Skills

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

Results-Driven Executive 5-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 sales and marketing customer acquisition strategies (Pre/Sale/Post) and **led in person event presentations** 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.
5. **Created business aligned digital strategies for thousands** of clients of all levels and sizes over the years encompassing all digital channels and promoting bottom line sales growth.

Leadership Priorities & Work Ethic

I work 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

Web Profits – Growth Marketing | Multi-Channel Digital Strategy Consulting **Sept 2017 – June 2018**

Principal Consultant

Responsibilities

- Business adviser on growth, conversions, brand awareness and client retention strategies. Encompassed Digital Strategy, Web Development, Social Media Marketing, Paid Advertising, SEO, Content Marketing and Ecommerce.

Accomplishments:

- Acquired hundreds of thousands yearly valued sales in a short period of time.
- Formed and refined higher cut through sales strategies, collateral design and processes.
- Created and delivered high quality video content for the purposes of PR and client acquisition.
- Fostered key relationships in top ASX companies

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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**

Accomplishments:

- ✓ 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.

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

Managing Director

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**

Education, Interest and Experiences

TERTIARY/ CREDITS

12 years in Digital, 15 years in marketing.

Various certificates constantly updating skill sets with changing times to remain agile.

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!*

RESIDENCY

Australian Permanent Resident

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

SOCIAL MEDIA | BLOG



CONTACT ME:

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