



JASON E. BETTINGER – Change Growth Catalyst

Contact: 0422 768 444 Jason@JasonBettinger.com

Value Objective

To forge profitable paths of growth.

Key Relevant Skills

- ✓ **Top Notch Sales & Change Management** Experience
- ✓ **Actioner**, Strategy, Systems, Partnership Builder (internal/external)
- ✓ **12 years in Digital, 15+ years in Sales & Marketing**
- ✓ **Locally experienced**, Well connected Sydney **Network**
- ✓ Experienced SME-Enterprise consultant **Digital, Web, SaaS, PaaS**
- ✓ Strong EQ. Entrepreneurial **Strategic Influencing 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**, e.g. Google, LinkedIn, Facebook in negotiating joint marketing initiatives with win-win outcomes. Drove sales and marketing customer acquisition strategies (Pre/Sale/Post) and **led in person event presentations** and jointly with channel partners.
3. Country manager for 2 operations building operations from zero to success. Formed solution driven digital, ecommerce and web solutions for SME-Enterprise clients while creating the strategy, processes and systems internally driving **lucrative recurring revenue**.
4. Worked with **Government heads in Digital Transformation** in forming, influencing and winning tender as pre-approved Drupal development provider for Australian Government nationally.
5. **Created digital strategies for over 1000+** clients of all sizes over the years encompassing all digital channels, promoting bottom line sales growth and **matching business objectives**.

HR & Change Management Experience

I've built teams, **established culture**, created and implemented **digital transformation** across critical business units, planned **CRM systems**, aligned Sales & Marketing **process/systems**, **created training programs**, planned rebranding and **cost reduction management** successfully.

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, Looking forward to a chat and in person interview, coffee?

RESIDENCY

Australian Permanent Resident

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

SOCIAL MEDIA | BLOG



CONTACT ME:

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