

Juli Cooper, EMBA

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Full Funnel Head of Marketing | Executive MBA: Startup Entrepreneurship | Growth and Demand Generation Expert | 2x Exits

PROFESSIONAL SUMMARY

Data-driven and strategic growth marketing leader with over a decade of experience building and scaling marketing functions for high-growth B2B SaaS across Web3/Blockchain, Life Sciences, Fintech, Ecommerce, Edtech, Civic Tech, Devops, and more. Proven track record of driving significant revenue growth (2x YoY), developing go-to-market strategies, and leading high-performing teams. Expertise in demand generation, performance marketing, sales enablement, AI integration, and marketing automation. Seeking to leverage extensive experience to drive growth and market leadership in a senior marketing role. Successfully targeting clients from SMBs to Fortune 500 enterprises.

CORE COMPETENCIES

- **Marketing Strategy:** Go-to-Market (GTM) Strategy, Demand Generation, Performance Marketing, Growth Marketing, Content Strategy, Brand & Product Marketing, Field & Partner Marketing, P.R., Business Development, Sales Enablement, P&L Management
- **Digital Marketing:** Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), Email Marketing, Marketing Automation, Conversion Rate Optimization (CRO)
- **Tools & Technologies:** Hubspot, Salesforce, Pardot, Hotjar, Marketo, Google Analytics, Webflow, Figma, Asana, Salesloft, Outreach, MeetAlfred, 6Sense, Clay, ActiveCampaign, MailChimp, Zapier, WordPress, Webflow, ChatGPT, Gemini, Manus

PROFESSIONAL EXPERIENCE

Head of Marketing, Americas, | SCAYLE (Acquired by Zalando)

Berlin, Germany (Remote) | 2024 – 2025 (Acquisition Restructuring)

- Spearheaded U.S. market entry for SCAYLE Commerce Engine, developing and executing a comprehensive go-to-market strategy encompassing paid media, field marketing, partner marketing and ppc/ABM strategy.
- Established brand presence and credibility in a new region, building a \$30 pipeline through strategic industry influencer partnerships, differentiated, high-touch experiences, and complementary paid media campaigns.
- Successfully secured first U.S. Enterprise customer (>\$6B Revenue client).

Head of Marketing | Chronicled

San Francisco, CA (Remote) | 2022 – 2024 (Company Dissolution)

- Directed all marketing initiatives, resulting in a 100% increase in enterprise clients, including 8 of the top 20 pharmaceutical manufacturers.
- Drove ARR from \$2M to \$4M through a multi-faceted strategy including partner marketing, sales enablement, content strategy, and multi-touch digital campaigns.
- Secured high-profile P.R. features in Yahoo Finance and the Associated Press.

Marketing Director | Barna

Ventura, CA (Remote) | 2022 – 2022

- Led all marketing initiatives for the organization's e-commerce store, SaaS platform, and overall brand.
- Increased Barna Access Plus SaaS product's ARR by 67% in the first two quarters through strategic marketing campaigns.

Head of Growth Marketing | Edmit (Acquired by Vemo Education)

Boston, MA (Remote) | 2021 – 2021

- Led the go-to-market growth strategy for the Edmit Guarantee product launch, increasing the landing page conversion rate by 10x through user research and optimization.
- Spearheaded paid media campaigns and implemented an event-based email nurture program.

Director of Growth Marketing | Sora Schools

Atlanta, GA (Remote) | 2021 – 2021

- Built the growth function from the ground up, creating lead funnels, marketing automation, and a business development system.
- Generated 1,500 new student leads and achieved 65% growth in enrollment in the first two quarters of employment.

Chief Marketing Officer/Co-Founder (Freelance) | EZER Creative

Boston, MA | 2018 – 2020

- Co-founded a digital marketing agency, leading digital marketing strategy and technical implementation for all clients.

Director of Digital Marketing | ProdPerfect

San Francisco, CA (Remote) | 2018 – 2020 (Covid Layoff)

- Created and led the entire B2B marketing program from pre-seed to post-Series A, contributing to 40% MoM company growth.
- Sourced over \$1 million in ARR through marketing-sourced sales opportunities.

Digital Communications Manager | Gordon-Conwell

S. Hamilton, MA | 2017 – 2018

- Led all digital marketing and communications initiatives, achieving a 50% growth in email subscriber base.

Marketing Consultant (Freelance) | Juli Cooper Growth Consulting

Boston, MA | 2015 – Present

- Provide go-to-market planning, strategic oversight, and tactical implementation for early-stage companies.

Blog Feature Writer/Regular Contributor (Freelance) | Boundless

Colorado Springs, CO | 2016 – 2018

- Strategized and produced content for publication, writing quarterly research-based evergreen content.

EDUCATION

Executive MBA: Blockchain; Startup Entrepreneurship

Quantic School of Business and Technology, Washington, D.C. | 2023

B.S. Social Work

Cedarville University, Cedarville, OH | 2012

CERTIFICATIONS

- User Onboarding 101 | APPCUES
- Google Analytics 4 | CXL
- Copywriting and Product Messaging | CXL
- Landing Page Optimization | CXL
- Certified Growth Marketer | GROWTHX
- Cold Email Academy | MAILSHAKE
- Marketing Cloud Engagement Specialist | SALESFORCE/PARDOT
- Inbound | HUBSPOT