JAKE OSWALD

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PRINCIPLES

Radical Ownership
Servant Leadership
Fail Fast = Build Well
Walk > Talk

OUTCOMES

Revenue Growth
Lots of Automations
Clarity & Insight
Speed to Market

SKILLS

Selling
Marketing Strategy
Copywriting
Presentations
Teaching
Managing
Analysis
SQL

TOOLS

HubSpot
DOMO
Looker Studio
Adobe Suite
BigQuery
Snowflake
Zapier
Tableau

AWARDS

Barbara King Scholar   '17
LAF Olmsted Scholar   '17
Merkle Excellence Scholar   '16
Cardinal Key Honorary   '15
Robert D. Dyas Scholar   '14
President's Leadership Class '12

EXPERIENCE

Growth Manger & Channel Sales   *Servant.io | Oct '24 - Present*

Scaling a world-class digital consultancy & software engineering firm
Built the Partnerships program and onboarding process from scratch
Hosting & producing a podcast that features partners, clients, and experts
Creating revamped sales collateral, including a company website overhaul
On track to generate 6-7 figures of partner channel revenue in 2025

Associate Director of Data   *Servant.io | May '23 - Jan '25*

Spearheading the development of 2 new service offerings / revenue streams
Handling data for 10M+ users and 100M+ revenue across multiple global orgs
Guiding client tech stacks & marketing funnels to increase growth & efficiency
Building sophisticated executive dashboards to reveal real-time performance
The Bible App, Come And See (The Chosen), 5 Love Languages, John Maxwell

Marketing & Intelligence Manager   *Great Lakes Mgmt | Jan '21 - May '23*

Built hundreds of workflows, reports, & sales docs/templates in HubSpot
Designed novel website lead generators, yielding over 4,500 qualified leads
Lead digital marketing support to all sales staff across nearly 30 properties
Completed 9 comprehensive conversions to HubSpot from 'dinosaur' CRMs
Trained all employees on tech stack (HubSpot, Microsoft, DOMO, & more)
Created intranet library of custom training videos to prep for rapid growth
Synthesized datasets into real-time exec reports with Power BI & DOMO
Recruited, trained, and managed team of 3 tech-savvy operations analysts

Marketing Director   *Pritchard Companies | Oct '17 - Jan '21*

Directed all marketing activities for a $600M/yr automotive group
Department directly generated $1.26M in new gross profit in 2020
Lead marketing support to over 60 sales staff across 7 business units
Built compelling capital raise pitch decks - secured $10M in 2020
Responsible for a total annual budget of nearly $800,000
Directed 20+ photo, video, and audio productions for social, TV, radio, & print
Revised or created over 7 business and product brands; Adobe Suite expert
Built email campaign for elderly demographic yielding 34% OR & 24% CTR
Built 9 websites in-house, PM'ed 3 vendor site builds, oversaw 14 total
Orchestrated trade shows and large customer events (1,000+ attendees)

Business Developer & Mentor   *Iowa State University | May '17 - Present*

Determined segment values, customer problem, and solution viability
Studied under high-profile entrepreneurs, consultants, and investors
Launched and managed a four-figure Kickstarter campaign
Serving as a mentor to other program participants each year since