



Justin Bahr

Marketing Manager

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Core Skills

- Marketing Strategy & Design
- SEO & SEM
- Web Development & Coding
- Product Marketing
- Data Analytics & Visualization
- Customer Experience Design / UX Design
- Graphic Design
- Presentation Design
- Audio & Video Design
- Customer Support
- Technical Support
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Adobe InDesign
- Figma
- Photography & Videography
- MS Office

Work Experience

Freelance Marketing Consulting | Jan. 2020 - Current | 4 years

- Marketing | 4 years
 - Developed web-based strategies for multi-channel inbound marketing growth for small businesses
 - Created and executed small business SEO/SEM strategies to get their business to rank effectively
 - Identified vital target audience and helped the business develop an ICP (ideal customer profile) for long-term success
- Web Development & Design | 4 years
 - Created a website development plan for businesses with minimal website presence and relaunched their website(s)
 - Analyzed their current website stack and developed a relaunch strategy to increase their search engine ranking
 - Hand-coded and developed key modules for business success using HTML, CSS, and JavaScript
- Photography & Videography | 4 years
 - Directed photoshoots and videos to increase social media presence and showcase business internal teams
 - Photoshoots required advanced editing techniques to develop customer case studies
 - Videos centered around customer testimonials and special events to increase social engagement

Certifications

HubSpot Academy

- Digital Marketing | Dec. 2023
- SEO | Jan. 2022

Education

Northern Arizona University

- Mechanical Engineering | Aug. 2010 - May 2014

Legit Security | June 2022 - June 2024 | 2 years

- Digital Marketing Manager | 6 mo.
 - Directed web-based strategies for multi-channel inbound growth
 - Oversaw all website publications and design rollouts
 - Designed and published marketing and website content
 - Optimized the company website for SEO and improved rankings
 - Created performance analytics and dashboards for data-driven marketing
 - Designed A/B tests for email and landing page optimization (CRO)
- Product Marketing Manager | 1 yr. 6 mo.
 - Designed and published marketing and website content
 - Optimized the company website for SEO and improved rankings
 - Created performance analytics and dashboards for data-driven marketing
 - Created sales enablement content for continuous training
 - Designed corporate materials and presentations for webinars

Datashield / Lumify | June 2019 - May 2022 | 2 years, 11 mo.

- Product Marketing Manager | 11 mo.
 - Designed and published marketing and website content
 - Continuously improved website SEO for improved rankings
 - Guided new service offerings and directed GTM strategy
 - Created performance analytics for data-driven marketing
- Project Manager | 1 yr. 5 mo.
 - Developed sales enablement collateral and training
 - Cultivated current partnerships and foster new partnerships
 - Directed the RFP/RFI process and curated customer solutions
- Engagement Manager 9 mo.
 - Fostered efficient communication customer between internal teams
 - Cultivated new customer relationships and managed ongoing customer accounts, engagement, and business development

Uber | Jan. 2017 - June 2019 | 2 years, 6 mo.

- Concierge Support | 11 mo.
 - Guided users through feature rollouts and provided UX insights
 - Provided premium technical support for all platform users
- Global Outage Mitigation | 10 mo.
 - Provided technical support for all users and new feature launches
 - Created new KPIs with performance data collection and analysis
- Customer Support Representative | 11 mo.
 - Mitigated escalated contacts involving complex financial situations
 - Fine-tuned backend investigative techniques critical to solving legally sensitive issues
 - Created and improved support logic for a new line of business and pilot program that grew into a new line of support branch
 - Presented at the Uber HQ Financial Summit 2018

Cairn Consulting Group LLC. | May. 2014 - Jan. 2017 | 2 years, 9 mo.

- Market Research Analyst | 11 mo.
 - Provided analytical support for senior analysts for a comprehensive deliverable
 - Managed administrative projects, improving the overall data collection process
 - Developed new organizational capabilities in survey design, implementation, sample tracking
 - Integrated real-time data analysis by incorporating trend analysis methods

Augsburger Komm Engineering | Aug. 2008 - Aug. 2014 | 6 years

- High School & College Summer Internship | 11 mo.
 - Oversaw the implementation of lab testing projects with an emphasis on research reporting for everyday engineering use cases
 - Performed lab test analysis for case procedures and legal reference
 - Began the online technical blog and white page resource for case-related incidents, hazards, and accident prevention
 - Created visual presentations and essential graphics using design software (i.e., Solidworks)