

Justin Bahr

Marketing Manager

PROFESSIONAL SUMMARY

Marketing Manager with over 16 years of extensive digital and product marketing expertise, specializing in SEO, web development, and data analytics. Proficient in leveraging tools like Adobe Illustrator and Figma to enhance customer experience and drive results through creative content strategies. Passionate about deploying innovative marketing solutions to optimize growth and keen on advancing marketing technology integration.

EMPLOYMENT HISTORY

Marketing Consultant Jun 2024 - Present

Self-Employed

- Developed web-based strategies for multi-channel inbound marketing growth for small businesses
- Created and executed small business SEO and SEM strategies to get their business to rank effectively
- 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
- Directed photoshoots and videos to increase social media presence and showcase business internal teams

Digital Marketing Manager Dec 2023 - Jun 2024

Legit Security

- 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 Jun 2022 - Dec 2023

Legit Security

- 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

Product Marketing Manager Jun 2021 - May 2022

Datashield/Lumify

- 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 Jan 2020 - Jun 2021

Datashield/Lumify

- Developed sales enablement collateral and training
- Cultivated current partnerships and fostered new partnerships
- Directed the RFP/RFI process and curated customer solutions

Engagement Manager Jun 2020 - Jan 2021

Datashield/Lumify

- Fostered efficient communication between internal teams
- Cultivated new customer relationships, managed ongoing customer accounts, engagement, and business development
- Developed new customer-centric reports

Concierge Support

Jul 2018 - Jun 2019

Uber Technologies

- Guided users through feature rollouts and provided UX insights
- Provided premium technical support for all platform users
- Mitigated escalated contacts

Global Outage Mitigation Support

Sep 2017 - Jul 2018

Uber Technologies

- Provided technical support for all users and new feature launches
- Created new KPIs with performance data collection and analysis
- Mitigated escalated contacts
- Presented at the Uber HQ Financial Summit 2018

Customer Support Representative

Jan 2017 - Sep 2017

Uber Technologies

- 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, grew to a new line of support branch

Market Research Analyst

Feb 2015 - Jan 2017

Cairn Consulting Group LLC.

- 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, and sample tracking
- Integrated real-time data analysis by incorporating trend analysis methods

Internship

Aug 2008 - Aug 2014

Augspurger Komm Engineering

- Yearly summer and winter school break internship at a local engineering firm
- Oversaw the implementation of lab testing projects with an emphasis on research reporting for engineering use cases
- Performed lab test analysis for case procedures and legal reference
- Began the online technical blog and white paper resource for case-related incidents, hazards, and accident prevention
- Created visual presentations and essential graphics using design software (i.e., Solidworks)

EDUCATION

Mechanical Engineering

Aug 2010 - May 2014

Northern Arizona University

COURSES

Digital Marketing

Dec 2023

HubSpot Academy

SEO

Jan 2022

HubSpot Academy

SKILLS

Marketing Strategy, SEO, SEM, Web Development, Coding, Product Marketing, Data Analytics, UX Design, Graphic Design, Presentation Design, Video Design, Audio Design, Customer Support, Technical Support, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe InDesign, Figma, Marketing, Photography, Videography, Professional Headshots, Studio Photography, MS Office, HTML, CSS, Javascript, Market Research, GTM Strategy, Digital Marketing, Asset Management, Google Analytics, Email Marketing, A/B Testing, Product Marketing, Content Marketing, WordPress, HubSpot, CRM Software, Content Development, Blogging, Blog Development, Social Media Management, AI Prompts, AI Prompting, AI Prompt Engineering