

# 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 2021 - 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 2019 - 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