Michael B. Jensen

Lehi, UT | 801-712-3908 | mikejensen@outlook.com | linkedin.com/in/michaelbjensen

VP/Director of MARKETING, COMMUNICATIONS, STORYTELLER

- **Digital marketing leader** who builds scalable marketing engines from the ground up. Experienced in launching and optimizing full-funnel DTC and B2B digital programs spanning paid media, SEO, email automation, conversion optimization, and lifecycle marketing.
- **Messaging & Demand Gen Dynamo** – Transformed brand storytelling into revenue-driving narratives, with a track record of improving CAC, ROAS, conversion rates and retention by aligning content, performance marketing and marketing automation into measurable revenue systems.
  Team Builder & Marketing Maestro – Built and led powerhouse marketing teams from the ground up, aligning cross-functional efforts to maximize impact.

AREAS OF EXPERTISE

- Digital Marketing
- Performance Marketing Management
- Demand Generation
- Campaign Development & Launch
- Full Funnel Marketing Strategy
- Reputation & Brand Management
- Social Media Strategy & Management
- Public Relations
- Content Marketing Strategy & Management
- Marketing Automation (HubSpot/CRM)
- Product Marketing/eCommerce
- Stakeholder Engagement
- SEO & SEM
- Email & Lifecycle Marketing
- Copy Writing and AI
- Vendor Relations and Management

EXPERIENCE

Director of Marketing | Boostability | Lehi, UT **May 2024 – Mar 2025**

Built and led a High-Performing Marketing Team: Recruited and guided a talented team to execute multi-channel campaigns, ensuring sales alignment and driving measurable results for 15-year-old SEO company.

- **Redefined Brand Messaging and Event Marketing:** Led a transformative messaging initiative to clarify and enhance Boostability's value proposition, implementing the new messaging in 2024 event marketing to significantly improve brand recognition and drive lead gen efforts.
- **Developed and Implemented Strategic Marketing Processes:** Designed new full-funnel marketing workflows connecting demand generation campaigns to sales pipeline.
- **Enhanced Lead Generation and Sales Conversion:** Successfully integrated and hired a lead generation vendor to develop sales funnel workflows and campaigns, achieving a 71% increase in deals closed from Q2 to Q4 2024.

Marketing Consultant | Lehi, UT **December 2018 – Current**

Strategic partner for B2B and B2C brands (FinTech, SaaS, Travel. Consumer), focused on narrative development, content systems, and lead-driving digital programs.

- Building business plans for startups that include all website content, utilizing AI to drive efficiencies & GTM campaigns.
- Built marketing strategies blending social, digital, storytelling, and paid programs to drive engagement, leads and sales.
- Conducted content audits, built editorial calendars, developed landing pages/websites, shaped narratives, and guided social advertising execution.

Michael B. Jensen

VP of Marketing | Mesa Systems | Salt Lake City, UT **August 2021 – December 2022**

Led internal marketing team, responsible for the development and implementation of B2B and B2C integrated marketing strategy for 4 companies, managing marketing budget and external vendor relationships.

- Increased organic traffic by 41% with newly developed content marketing strategy and SEO tactics, also resulting in 33% increase in users, resulting in a 25% increase in qualified leads across 7 locations.
- Led storybrand and redesign efforts of www.odysseyrelo.com to provide a more dynamic experience for customers, while also capturing leads and driving signups for events through email marketing. Increased page traffic by 137%.
- Led implementation of a CRM and HubSpot across the 4 companies to maximize resources, contacts and relationships benefiting the sales and marketing teams.

Director of Digital Marketing & Communications | Xyngular | Lehi, UT **October 2017 – August 2018**

Created the structure for company's first digital marketing department, including strategy and implementation for a $100M health and wellness company.

- Reporting into SVP of Marketing, led the performance and development of a team of 3 direct reports supporting social media, email marketers, and copywriters, along with external SEO & digital ad agencies and freelancers to promote the sale of weight loss systems and supplements.
- Developed and executed Storybrand and content marketing strategy yielding referral traffic increases of 180% in organic search, 243% via email and 525% in social media YOY.
- Successfully implemented HubSpot marketing automation within first 3 months of hire, introducing targeted email workflows, marketing segmentation, automation, and campaigns to increase reach, traffic, and sales.
- Launched Facebook advertising that led to company's highest sales day ever ($1M+ in one day), that crossed the $100M threshold for the fiscal year.

Director of Content, Social Media & Events | Cambeo | Provo, UT **August 2016 – August 2017**

Responsible for the branding and GTM strategy of startup's SaaS employee productivity & engagement platform designed for retail organizations, creating predictive analytics.

- Created branding and content marketing strategy that included ideation, creation and execution of messaging, video content, case studies, white papers, social media ads and blog posts to drive web traffic and lead generation to their product.
- As part of GTM strategy, successfully launched product at ShopTalk Conference, securing over 100 demos and securing 12 VIP events with key executives at Chanel, Express, Home Depot and more, filling sales pipeline via tradeshow outreach, content marketing, email marketing and social advertising.
- Selected for Tech Tour which was a 4 min pitch to Walmart & Target Executives and invited to attend Restaurant Event 2 weeks later, adding 100+ leads to sales pipeline.
- Handled the planning, logistics and execution for all marketing events, including sourcing for tradeshow booths, promotion campaigns, scheduling for sales and press. Launched new mobile platform with executives from Walmart, Target, Home Depot, Costco, Express, Chanel, JC Penney's, and Wendy's in the audience.

Sr. Content Marketing Manager | Blendtec | Orem, UT **December 2014 – November 2015**

- Managed brand strategy and production of Blendtec's highly acclaimed "Will It Blend?" videos and YouTube channel that garnered more than 300M+ views and 800k subscribers.
- Created and executed content marketing strategies and campaigns increasing blog traffic by 329% (3.8M visits), visits to Recipes page by 68% (6.1M visits), and increased email acquisition by 70% YOY.
- Defined and led the implementation of the social media strategy, increasing referral traffic to website: 145% increase from Pinterest; 126% increase from Facebook; 255% increase from X (formerly Twitter). Also grew Instagram followers by 13K and increased engagement by 400% leveraging influencer marketing.

Michael B. Jensen

Director of Communications | Deseret Book | Salt Lake City, UT **November 2011 – December 2014**

- Managed corporate communications staff including publicists, event manager and department interns. Managed daily social media activities, contests, influencer and community management on social networking platforms such as Facebook, Twitter, Pinterest, and Instagram totaling more than 500,000 followers. Developed and executed the social media strategy and management, resulting in 270% increase in social conversions, 141% increase in followers and 168% increase in fan engagement.
- Created branding and social media strategy and training for authors and artists associated with Deseret Book as well as created an internal social media club to inform and train employees. Successfully landed media placements with USA Today, The Today Show, The Tonight Show, The Rachael Ray Show, and NPR Radio.

Sr. Manager Social Media/Media Relations | MonaVie | South Jordan, UT **October 2009 – November 2011**

- Created and implemented branding and corporate social media strategy for 500 corporate employees, C-level executives and nearly 1 million global distributors to increase company exposure and improve SEO and online reputation. Provided social media community management that included posting and engagement on Facebook (95K+ fans), Twitter (8200 followers), YouTube, company blog (WordPress) as well as reporting, metrics, SEO, and sentiment analysis. Created social media policy for corporate employees and distributors as well as helped implement and design social media training.
- Responsible for bringing all PR duties in-house, media pitching and inquiries, writing and press release distribution, PR strategy, crisis management process, tracking and the creation of an online press room. Successfully pitched and placed company stories, new hires, and events in local media and industry publications and coordinated PR efforts in 18 international markets.

Marketing Manager | Paragon Relocation Resources | Rancho Santa Margarita, CA **May 2003 – Mar 2009**

- Managed and produced brand management and integrated marketing campaigns including - advertising, direct mail and online marketing for four major subsidiaries, including concept creation, internal coordination with graphic designer and sales, vendor coordination with printers and mailing houses, budgets and tracking success of campaigns utilizing CRM. Branding campaigns produced significant business leads that translated to future customer acquisitions, an increase of 150% on incoming RFPs, and launched new business lines.
- Launched new lines of business including Paragon Financial Services and mortgage services.
- Managed all public relations duties including writing and distributing of press releases, acting as company spokesperson for media inquiries and pitching /securing coverage in national, local and industry media. Successful media placements of featured articles and/or executive interviews include *USA Today, NPR radio, Dallas Morning News, HR Magazine, HRO Today, Mobility, and Orange County Business Journal*.

EDUCATION

- Master's in Business Administration (MBA) from University of Redlands
- Bachelor of Arts Degree in Communications from Brigham Young University

SKILLS

- Project Management Systems: Asana, Wrike, Basecamp, Trello, Todoist
- AI – ChatGPT/Claude/Gemini/ Cuppa AI/Replit/Netify/Github
- Microsoft Office (Word, Excel, PowerPoint)
- CRM: SalesLogix, HubSpot, Salesforce
- Marketing Tools: HubSpot, Adobe InDesign, Adobe Photoshop, Slack, Canva
- Analytics: Google Analytics, HubSpot, JIVE Social media analytics
- Social Media: Facebook/Facebook Ads, Twitter or X, Instagram, Pinterest, Tic-Toc, Google Ads, YouTube, Exact Target-Social Engage, NUVI, Grow.com, CoSchedule,
- Conversational Japanese, Reading and Writing at Intermediate level