

Jonathan Proulx

Oro Valley, AZ • 518-281-9608 • jdproulx@gmail.com • www.jdproulx.com • linkedin.com/in/jd-proulx-198a6114/

MARKETING DIRECTOR

Creative, analytical, consumer-obsessed, and results-driven. Over a decade of progressive responsibility driving profitable revenue and market share growth for omnichannel food CPG brands. Consistently delivering results through creative marketing, brand positioning, market research, and process implementation. Topline achievements include: Developed and launched 50+ SKUs, adding seven-figure revenue in DTC & retail channels; Built integrated campaigns that boosted monthly DTC revenue by 50-150%; Managed \$1MM omnichannel marketing budget that achieved positive ROI goals; Coached junior to mid-level teams across growth, brand, social, content, and design.

Consumer Goods (CPG)	Omnichannel Marketing	Brand Management	Creative Direction
Go-to-Market Planning	Positioning & Messaging	Market Research	Product Innovation
E-Commerce (DTC, 3P)	Lifecycle Marketing	Retail (Brick and Mortar)	Shopper Marketing
Team Leadership	Operational Excellence	Project Management	Budget Management

PROFESSIONAL EXPERIENCE

Bubbies Ice Cream | Phoenix, AZ (remote)

August 2022 – October 2023

Frozen novelties manufacturer with nationwide distribution through major retailers.

Reason for leaving: Contract ended.

Marketing Strategist (12 month contract)

Analyzed syndicated data (SPINS), shopper panel data (Numerator), and market research to deliver actionable and influential insights to steer brand strategy and creative campaigns. Reported to VP Marketing.

- Created item-level regional and retailer-specific reports to identify retailer opportunities for growth, and improved trade spend efficiencies to increase contribution margin, as well as improve velocity.
- Developed creative campaign for Amazon/Whole Foods Market paid media, exceeding revenue goal of 5x ROAS.
- Led 2024 product innovation plans through market, category, and consumer research. Conducted concept testing for likeability, purchase intent, size of addressable market, and market fit. Sourced suppliers and co-manufacturers.

Four Sigmatic | Venice, CA (remote)

April 2021 – May 2022

Omnichannel functional food manufacturer sold direct-to-consumer and through nationwide natural retailers.

Reason for leaving: Change in leadership restructured the marketing team and eliminated my position. VP, and CBO.

Director of Brand

Managed team of seven people owning brand strategy, campaign planning, creative direction, product positioning, product launch, social media, and content marketing. Sat on leadership and product innovation teams. Reported to Chief Brand Officer, then to VP Omnichannel Marketing.

- Managed nine SKUs from innovation to launch, resulting in seven-figure profitable revenue, and one winning NEXTY award for best new functional food or beverage.
- Developed creative campaigns that increased DTC monthly revenue by 50%-150%, and membership conversion rate by 32%.
- Led creative campaign strategy for social media that increased engagement rate by 31%, grew audience size 3x faster, and beat monthly influencer impression targets by 15%.
- Owned \$1M+ budget and calendar planning to support omnichannel marketing for DTC, retail, and brand marketing, delivering positive ROAS and growing company profitability.

"JD was instrumental in crafting creative strategies for launching new products, as well as revenue-driving promotions. His expertise in both DTC and Retail channels was an immense asset for our team. He was able to connect tactical plans to overall business goals that helped us grow as a business and a brand."

—Markus Karjalainen, Co-founder Four Sigmatic

Career break: Bonding time with newborn daughter; Moved family from San Francisco to Tucson.

Lazy Bear (Anagram Restaurant Group) | San Francisco, CA

May 2019 – August 2020

Two-Michelin starred fine dining restaurant and award-winning sister bar True Laurel.

Reason for leaving: COVID-19 pandemic layoffs due to severe financial pressure in the restaurant industry.

Marketing Director

Owned marketing strategy, content creation, PR, and digital brand experience to drive sales and global recognition. Acted as in-house photographer, videographer, and designer. Reported to Owner/Executive Chef.

- Lifted ticket sell-through rate to 99% nightly, and 100% sell-through for special events.
- Redesigned the website to elevate brand standards and improve user experience, increasing time on page by 152% and reducing bounce rate by 49%.
- Created content for Instagram that led to 41% organic follower growth while increasing engagement by 11%.
- Launched a new to-go dining format (Camp Commissary) during Covid-19: inclusive of branding, menu design, and marketing strategy for social & pr. Produced virtual wine tastings and cooking classes.

Sunfood Superfoods | San Diego, CA

April 2013 – May 2019

Omnichannel organic superfoods & supplement manufacturer sold direct-to-consumer and through nationwide major retailers.

Reason for leaving: Resigned to accept Marketing Director role at Lazy Bear

Marketing Manager (April 2014 – May 2019)

Built marketing strategy from the ground-up for direct-to-consumer website and retail channel sales, including creative direction, brand management, packaging, and digital marketing. Led team of three direct reports, sat on leadership team and product development team. Reported to CEO.

- Go-to-market for 40+ SKUs into DTC and retail channels, resulting in seven-figure revenue at healthy profit margins.
- Built integrated marketing campaigns as the foundation of our 360 marketing plan, including paid media, social media, email, and influencers, driving profitable revenue and exceeding ROI goals.
- Increased e-commerce revenue by 40% year/year for four years by improving website UI/UX, capturing abandoned carts, installing customer loyalty program, and optimizing 3P sellers (Vitacost, iHerb).
- Grew Instagram audience from 2,000 to 25,000 through organic posting and micro-influencers (low budget).

Graphics Manager (April 2013 – April 2014)

Owned packaging, website, marketing materials, sales materials, and in-house photography. Reported to CEO.

- Refreshed entire line of 100+ SKUs with updated package graphics, creating a unified brand presence on shelf.
- Transitioned email marketing from custom coded html to Mailchimp, resulting in more efficient and effective email strategy to support DTC sales.

Additional Experience

Branding & Design Manager, Santora Media Group, San Diego, CA

Lead Designer, NuEar (subsidiary of Starkey), San Diego, CA

Graphic Designer, The Legislative Gazette Newspaper, Albany, NY

E D U C A T I O N

Bachelor of Fine Arts (BFA), Advertising Design
Syracuse University, Syracuse, New York

REFERRALS

Katie Cline

Direct supervisor, Bubbies Ice Cream

katie.cline@bubbiesicecream.com

480-316-9848

Markus Karjalainen

Direct supervisor, Four Sigmatic

karjalainen.markus@gmail.com

917-650-7605

Elizabeth Jarrard

Direct report, Four Sigmatic

ejarrard@gmail.com

307-349-0503