

JD Proulx

Director of Marketing & Brand

(518) 281-9608 jdproulx@gmail.com [LinkedIn](#) jdproulx.com Tucson, AZ

Summary

Creative-forward, data-backed marketing leader with a history of driving growth for consumer brands.

Deep experience in brand strategy, creative direction, and digital marketing. Focused on impactful business outcomes while creating exceptional customer experiences.

Player-coach of high performing teams and cross-functional collaboration. Promoting a positive culture and growth mindset.

Expertise

Brand Strategy

Integrated Marketing

Creative Direction

Data & Insights Analysis

Innovation & GTM Planning

E-Commerce (DTC)

Retail (Brick & Mortar)

Team Leadership

Adaptability & Ingenuity

Creative Problem Solving

Operational Excellence

Project Management

Consumer Products

Education

B.A. Syracuse University

Major: Advertising Design

Awards

New Hope NEXTY Award

NFRA Golden Penguin Gold

Portfolio

jdproulx.com

Experience

August 2022-present | Strategic Marketing Analyst, Bubbies Ice Cream - Phoenix, AZ (remote)

Responsibilities:

- Analyze syndicated data (SPINS), shopper panel data (Numerator), and perform research into the market, category, and consumers to guide marketing strategy, innovation, and creative output.

Key Outcomes:

- *Created customer personas for strategic audience targeting.*
- *Identified trade & shopper marketing spend opportunities and efficiency improvements.*
- *Developed product line extension concepts to fill 2-3 year pipeline.*

April 2021 - May 2022 | Director of Brand, Four Sigmatic - Venice Beach, LA (remote)

Responsibilities:

- Led brand strategy, product positioning, and creative direction with seven direct reports.
- Owned \$1M+ brand marketing budget and calendar to support omnichannel marketing growth.
- Executed innovation planning and product launches, PR, social media, influencer, education, and content marketing.

Key Outcomes:

- *Built integrated product launch campaigns for nine SKUs totalling multi-million \$ profit, including winning NEXTY award for best new functional food or beverage.*
- *Lifted revenue 50%-150% with +2.0x ROAS for tentpole DTC events, +30% membership CR.*
- *Maintained world-class 70+ NPS.*

October 2020 - April 2021 | Creative Manager, Bubbies Ice Cream & Desserts - Phoenix, AZ (remote)

Responsibilities:

- Owned creative direction and output for retail, shopper, email, and social media marketing.
- Managed digital agencies, and supported growth marketing strategy.

Key Outcomes:

- *Spearheaded full scope rebranding process, outperforming top competitor in Purchase Intent, Overall Package Liking, Value, and Premium Perception.*
- *Achieved +30% increase in email open rate and +10% click-through rate.*

May 2019 - August 2020 | Marketing Director, Lazy Bear (* * Michelin-Starred) - San Francisco, CA

Responsibilities:

- Directed marketing strategy, calendar, and digital brand experience.
- Drove monthly ticket sales through email, PR, and social media marketing.
- Provided in-house design, food photography, and video production.

Key Outcomes:

- *99% dinner ticket sell-through, 100% special event sell-through.*
- *Redesigned website increased +150% Time on Page, and down -50% Bounce Rate.*
- *Organic Instagram growth 25k to 35k followers while increasing +10% engagement.*
- *Launched Camp Commissary during Covid-19: branding, social & pr marketing.*
- *Produced virtual wine tastings & cooking classes with 100% sell-out rate.*

April 2013 - May 2019 | Marketing Lead, Sunfood Superfoods - San Diego, CA

Responsibilities:

- Built marketing strategy and team from ground up.
- Drove profitable revenue through DTC e-commerce website.
- Owned creative direction, retail & shopper marketing, email, content, social media, and paid media.
- Executed innovation planning and integrated product launch campaigns.

Key Outcomes:

- *GTM planning for 40+ SKUs totalling multi-million \$ profits.*
- *Grew e-commerce revenue by 40% y/y.*
- *Improved email conversion rate by 200% y/y, accounting for 80% of DTC dollars.*
- *Organically grew Instagram from 2k to 25k followers.*