

Jonathan Rose

Digital Marketing Manager | AI-Driven Growth Strategist | Oakwood, GA

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SUMMARY

Digital & Growth Marketing Strategist with 5+ years of experience fusing consumer psychology, performance media, and AI automation. Expert in designing end-to-end marketing architectures, from high-volume B2B acquisition systems to startup GTM engines. Skilled in leveraging behavioral insights alongside UX data and emerging AI tools to reduce operational drag and scale revenue across diverse industries, including Real Estate, Fintech, and Construction Technology.

PROFESSIONAL EXPERIENCE

Ames Taping Tools

Digital Marketing Specialist | Suwanee, GA | May 2024 – July 2025

- Orchestrated audience targeting and local GEO optimization across Google Ads and Meta, increasing qualified traffic by **300%** while eliminating inefficient spend to improve ROAS.
- Managed **~\$1.4M** in annual ad spend across Google, Meta, Spotify, iHeartRadio, and OOH, effectively balancing aggressive performance acquisition with long-term brand lift.
- Acted as the internal AI lead to modernize SEO and content workflows, deploying tools that reduced operational drag to support a complex launch of **500+** products.
- Implemented AI-driven web scraping workflows to harvest contractor data, delivering structured CSV datasets that directly improved high-intent sales targeting.

Venmo (PayPal)

Customer Experience & Growth Support Specialist | Remote | 2021 – 2024

- Contributed and designed prototyped retention-focused feature concepts using Figma, accelerating stakeholder alignment and reducing engineering testing cycles.
- Partnered with Product and Engineering teams to identify and resolve recurring bugs, acting as the primary voice of the customer to preserve trust and satisfaction.
- Sustained a **95 NPS** in a high-volume environment by translating complex customer friction points into data-backed product strategies.

Your Home Sold Guaranteed Realty

Marketing Director | Remote | May 2021 – November 2021

- Architected the firm's inaugural marketing infrastructure, establishing a scalable CRM ecosystem, paid social funnels, and cold outreach protocols to drive early-stage growth.
- Developed high-yield lead generation strategies that accelerated revenue cycles, directly securing **5** property closings totaling **~\$2 million in gross sales volume** within a six-month window.

- Amplified market penetration by executing targeted digital campaigns and producing professional creative collateral, directly **driving ~213% increase in social media traffic** and listing visibility.

Reformation Productions

Social Media Manager & Content Creative | Buford, GA | December 2020 – May 2021

- Executed comprehensive multimedia strategies across Instagram, Facebook, YouTube, and TikTok, leveraging rapid creative testing and visual storytelling to drive client engagement and brand expansion.
- Spearheaded the modernization of agency operations by migrating from manual legacy tracking to advanced content automation platforms, successfully increasing production throughput and efficiency by **~30%**.
- Facilitated small business growth initiatives by delivering performance-informed content architectures that optimized networking and promotional reach.

Apple

Creative & Business Education Specialist | Buford, GA | May 2017 – December 2020

- Cultivated strategic opportunities for the business sales team, identifying and converting **4-7 clients weekly**, which generated an average of **~\$6,000 in revenue per conversion** through consultative solutions.
- Revitalized the in-store educational curriculum by introducing specialized marketing and business consulting workshops, which drove a **3% weekly increase** in participation metrics.
- Instructed adaptive technical sessions on design software and hardware fundamentals, scaling complex concepts for diverse audiences to secure long-term customer retention.

TECHNICAL SKILLS

ChatGPT, Gemini, Local LLMs, Stitch, Opal, Google Ads, Meta Ads, BrightEdge, GA4, PMax, Adobe Creative Suite, Canva, Figma, CRM Platforms, Email Automation, Google Workspace

SEO & SEM Strategy, Paid Media Optimization, Audience Targeting & GEO Segmentation, Lead Generation & Funnel Architecture, AI-Assisted Marketing Systems, Marketing Analytics & Research

Brand Modernization, Customer Experience & Lifecycle Insight, Project & Campaign Management, Cross-Functional Collaboration

EDUCATION

Associate's Degree, Psychology

University of Georgia, Franklin College of Arts and Sciences

Associate's Degree, Psychology

Gainesville State College