

JEREMY B. BELK

Marketing Technology Leader

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Marketing Technology Leader with 18+ years of experience and a proven track record of overseeing the integration and optimization of marketing technologies across B2B and B2C marketing functions. Demonstrated success in driving efficiency, enhancing customer experiences, and improving campaign effectiveness, resulting in a 22% increase in lead conversion and 15% boost in brand visibility and engagement. Adept at aligning marketing technology with business objectives to achieve streamlined marketing processes and maximum ROI. Seeking a challenging Marketing Operations Leader role.

KEY SKILLS

MarComm Technology & Automation | Digital Transformation & Innovation | Process Optimization & Operational Efficiency
Business Intelligence | Campaign Management & Optimization | Marketing Analytics & Performance Tracking
Market Research & Competitive Analysis | Technology Stack Management | Team Development & Leadership

PROFESSIONAL EXPERIENCE

Crane Payment Innovations • Malvern, PA

Global Marketing Technology Manager

Oct 2022 – Present

[Crane Payment Innovations](#) is a Global Payment Processing & OEM Electronics Manufacturer with an annual revenue of \$820M.

Responsible for managing and optimizing the marketing technology stack, streamlining marketing operations, and driving automation to enhance efficiency, scalability, and business growth. Report to the EVP of Strategy & Marketing, spearhead 5 direct reports, and manage a \$1.5M budget.

- **Boosted efficiency by 10%** through the implementation of a new MarComm tech stack across a matrixed, cross-functional team.
- **Optimized performance and engagement by 15%** through innovative marketing asset deployment across social and paid channels.
- **Increased market impact and brand authority** by leading marketing operations, messaging, and brand execution for a global OEM Electronics and payment solutions leader.
- **Improved key performance indicators by 8%** by mentoring and guiding marketing teams to execute high-impact strategies.
- **Enhanced executive-level decision-making** by developing and delivering data-driven reporting dashboards.

Home365 • Lancaster, PA

Marketing Technology Director

Jan 2022 – Oct 2022

[Home365](#) is a tech-enabled property management and real estate investment firm, transforming ownership and rental landscape.

Responsible for optimizing the marketing technology ecosystem, enhancing automation, and streamlining processes to maximize efficiency, engagement, and revenue growth. Reported to the CRO, oversaw 3 direct reports, and controlled a \$500k/mo ad budget.

- **Elevated brand positioning and drove revenue growth by 25%** by leading overall marketing, messaging, and brand strategy.
- **Expanded market presence** by setting the growth strategy and recruiting new property management offices and operators.
- **Increased leads and conversions by 10%** through a data-driven lead strategy and optimized marketing execution.
- **Secured a successful \$26M Series B funding round in March 2022** by partnering with the executive team on strategic positioning and investor messaging.

Lift, Inc. • Mountville, PA

Marketing Technology Manager

Jan 2020 – Dec 2021

[Lift, Inc.](#) is a B2B Mid-Atlantic material handling and warehousing dealer with an annual revenue of \$200M.

Responsible for optimizing digital marketing processes and leveraging data-driven insights to enhance revenue growth and operational efficiency. Reported to the VP of Sales, led 2 direct reports, and managed a \$200K budget.

- **Strengthened market presence and brand equity** through the implementation of data-driven marketing and brand strategy.
- **Increased profit and sales by 15% through the transformation of digital marketing strategies** in collaboration with key partners, including Toyota Material Handling, Crown Equipment, JLG, and Genie/Tetrex.
- **Boosted site traffic by 55% and conversion rates by 3.15%**, driving measurable growth with tailored marketing initiatives.
- **Delivered data-driven insights for the ESOP board** through ITA analytics and reporting on sales, rentals, and service performance.
- **Overcame a post-2020 technician shortage** by driving B2C recruiting efforts, ensuring operational continuity.

Grocery Outlet, Inc. • Leola, PA

Strategic Marketing Operations Associate

Feb 2016 – Oct 2019

[Grocery Outlet, Inc.](#) is a leading national B2C discount retailer with 480+ franchise locations and an annual revenue of \$3.6B.

Responsible for leading retail business and marketing strategy to drive market readiness, executive alignment, and data-driven decision-making for operational success. Reported to the VP of Strategy, spearheaded 5-7 indirect executive reports, and managed a \$300K budget.

- **Prepared the Mid-Atlantic market for a successful NASDAQ IPO in 2019**, driving marketing and operational readiness resulting in first day market launch gains of 29%.

- **Led board and executive team planning**, implementing key marketing and operational initiatives to support business growth.
- **Drove BI tool adoption across franchisees and executives**, enabling data-driven insights for a PE-backed board.
- **Enhanced brand visibility and engagement by 15%** by driving integrated public and client-facing web presence.

X-Z Lab, Inc. • San Ramon, CA

Director of Marketing

Sep 2014 – Feb 2016

[X-Z Lab, Inc.](#) is a leading OEM electronics radiation detection manufacturer and supplier with an annual revenue of \$50M.

Responsible for spearheading market entry, digital strategy, and multi-channel marketing execution to enhance brand visibility and business growth. Reported to the CEO, led 3 direct reports, and controlled a \$200K budget.

- **Led strategic direction and marketing collateral development for Raycan**, an international radiation detection and medical device manufacturing US-crossover startup, ensuring successful market entry and brand recognition.
- **Achieved a 5% growth in site traffic** within a year through consistent optimization and targeted marketing efforts.
- **Established U.S. market presence**, developing a digital strategy and web presence to drive brand visibility and growth.
- **Developed and launched integrated marketing campaigns**, blending traditional and digital channels for high market impact.

sSurge.com • San Francisco, CA

Executive Creative Director and Founder

Dec 2006 – Dec 2015

[sSurge.com](#) delivers full-spectrum marketing, advertising, and communications services.

Responsible for leading high-impact marketing operations and brand activations, optimizing engagement and conversions across digital, social, print, and experiential channels. Oversaw 15 direct reports and managed a \$10M budget.

- **Led strategy, lead generation, and revenue growth for B2C and B2B clients** across SMB, Franchise, B2B SaaS, and industrial automation sectors in the San Francisco Bay Area.
- **Enhanced brand visibility and customer acquisition** through full-spectrum advertising and design services, including digital branding, environmental design, and trade show marketing.
- **Managed the delivery of high-impact creative solutions for top-tier clients** like HP, Adobe, DECON Environmental Services, BRE Properties, Jive Software, IEEE, Kenwood Group (now GPJ), and Banana Republic.
- **Headed the development and execution of multi-channel marketing campaigns**, spanning outdoor, social media, print, and digital platforms to drive engagement and conversions.

PROFESSIONAL CERTIFICATIONS

LinkedIn Learning • Connecting Thought Leadership to Sales and Lead Generation	2023
Oracle • Oracle CX Marketing Eloqua LE	2023
Pragmatic Institute • PMC Level I	2022
HubSpot Academy • Digital Advertising	2022
HubSpot Academy • Digital Marketing	2022
HubSpot Academy • Sales Management	2022
LinkedIn Learning • Stories Every Leader Should Tell	2022

EDUCATION

The Art Institute of California • Bachelor of Science in Advertising	2009
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PROFESSIONAL AFFILIATIONS

American Institute of Graphic Arts • Member	2006 – 2015
American Advertising Federation • Member	2008 – 2015
American Association of Advertising Agencies • Member	2008 – 2015
PMA Produce Marketing Association • Member	2016 – 2019

TECHNICAL SKILLS

Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Acrobat, Premiere, AfterEffects

Microsoft Suite: MS Office, Word, Excel, PowerPoint, Access, Publisher, Outlook, OneNote

Business Intelligence: Tableau, Microsoft BI, Mekko

Web Languages: HTML5, CSS3, WordPress, Python, Others

Marketing / Social Media: Adobe Experience Manager AEM, Google / GSuite, Meta Facebook / Instagram, YouTube, Salesforce (admin), HubSpot (admin), Marketo, Domo, CRM, Mailchimp, Constant Contact, Eloqua