



Aaron Ramos

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Profile

8 years of creative, product, operations and CRM scaling experience with over \$20 million of ARR pipeline generated over career. Startup and international experience in building and deploying proprietary CRM/ LMS systems.

Experience

TAGBOARD - REDMOND, WA

SR. DIGITAL MARKETING MANAGER — 2023-PRESENT

CRM MANAGER — 2022-2023

Responsible for operational success and revenue expansion of 50,000 contact CRM, in addition to revenue performance of all digital channels - website, social, email, partner, etc. Experience from Seed - Series A.

- Implemented HubSpot CRM and facilitated integration with Salesforce and successfully started complete migration of operations to HubSpot in first 12 months
- 400% YoY growth of inbound pipeline from digital channels and CRM marketing
- Increased lead response times 500% with automation and increased lead reply rate to 100%
- Achieved MQL to Opportunity conversion rate YTD 300% over goal and 91% QoQ

KNOCK CRM - SEATTLE, WA

CREATIVE — 2021-2022

DIRECTOR OF CONTENT — 2018-2021

First 25 employees & first design hire for proprietary B2B SaaS CRM for multifamily property managers. Successfully scaled product UI and marketing operations across all touch points and oversaw marketing performance and distribution from <\$2MM - \$25MM ARR. Experience from Series A-C with successful exit - \$X00,000,000

- >\$5,000,000 in ARR personally generated from owned lead channels (organic search, website, ABM, email, newsletter)
- Successfully marketed across and consolidated operations from multiple CRM systems into HubSpot - Copper, Salesforce, Mailchimp, Outreach
- Successfully marketed, launched, and generated >\$1 million ARR with company's first new product SKU in first 6 months of release
- Achieved average website lead conversion rate of 6.77% - 19% increase YoY and 4.37% higher than industry average
- Decreased Alexa score ranking from >380k to <145k in 6 weeks

STOSS LANDSCAPE URBANISM – BOSTON, MA

MEDIA + MARKETING DIRECTOR – 2017-2018

Directed all marketing operations and design team/ vendor management for RFPs. Successfully attracted multiple Big 5 tech RFP invites with ABM and SEO marketing.

- Increased inbound RFP invites 240% QoQ – 35% overall win rate
- Generated \$3,200,000 in projected revenue from awarded RFPs in first 6 months
- Increased social media engagement 120% QoQ and followers 80%

AL HOLY STANGER LABORATORIES – DUBAI, UNITED ARAB EMIRATES (UAE)

LABORATORY SUPERINTENDENT – 2015-2017

International experience: Direct report to the National Laboratory Manager & Chief Administrative Officer. Provided consultation and analysis of overall operational efficiency and modernization efforts. Directed and led all research, development, and testing for in house CRM equivalent (LMS, Laboratory Management System). Regularly met and planned with ownership HQ in Riyadh, Saudi Arabia.

- Increased testing and result distribution by over 250% with LMS automation and digitization
- Established ISO-compliant record storage system and oversaw archive of 1+ million private testing records
- Policy administration of more than 400 employees over 4 locations

Education

The Pennsylvania State University – Landscape Architecture (BLA)

Skills (Full Proficiency)

CRM Systems (HubSpot, Salesforce, Copper, KnockCRM) • **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Audition, Lightroom, Animate, Acrobat) • **Marketing Apps** (Mailchimp, Pardot, Outreach, Reachdesk, Canva) • **Creative** (Wordpress, Webflow, Unbounce, Figma, Final Cut Pro X, iMovie, Pro Tools) • **Design** (AutoCAD, Revit, Rhino3D, SketchUp)