

Jordan Hanson

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Growth & Marketing Operations Leader

I build repeatable growth systems – from positioning and pipeline strategy to lifecycle programs, funnel measurement, and cross-functional alignment. My background spans hands-on demand gen through executive operational leadership, which means I can architect the strategy, build the infrastructure, and run the team that scales it. *Please see my portfolio website for more in-depth analysis & supporting work samples!*

Core Functions: Demand Generation • Performance Marketing • Lifecycle & CRM • Marketing Operations CRO • Full-Funnel Analytics • GTM Strategy & Cross-functional Alignment

EXPERIENCE:

Fractional Director of Digital Initiatives & Special Projects

Aretas Labs | July 2024 - December 2025

Led growth strategy and performance marketing across a portfolio of investment businesses, owning full-funnel execution from acquisition through retention across subscription, events, and walk-in customer models.

- Designed and executed lifecycle email and SMS campaigns, landing pages, and conversion-focused web applications, building a repeatable playbook the portfolio could apply across multiple business lines.
- Established measurement frameworks and reporting cadences that gave leadership actionable visibility into channel performance and customer LTV for the first time.

Director of Technology, Innovation, & Strategy

Common House | February 2025 - August 2025

Partnered directly with the CEO to build the operational and growth infrastructure for a subscription-based hospitality membership.

- Developed the strategic execution framework for profitable growth, including securing external sponsorships to fund member acquisition without eroding margins.
- Designed member onboarding flows and in-platform engagement touchpoints that drove retention and multi-service adoption across tiers.
- Built LTV modeling and engagement optimization frameworks to identify and maximize member profitability by service tier.

Vice President of Operations (*promoted from Performance Marketing Manager*)

The X Company | July 2023 - July 2024

Hired to own performance marketing; promoted to VP of Operations within the year after demonstrating impact beyond the marketing function. Took ownership of cross-function process, systems, and team alignment.

- Restructured the intake funnel end-to-end, removing friction across email, SMS, and paid channels, resulting in 50% more leads in 75% less time.
- Built the Hubspot CRM architecture from scratch: workflow automation, lead scoring, audience segmentation, and A/B testing frameworks that gave the team a system they could operate without heroics.

- Managed full-funnel ad campaign execution, including: creative direction, landing page optimization, audience strategy, and attribution – connecting spend to pipeline for the first time.

Growth & Digital Marketing Strategic Consultant

Plume Health | July 2023 - October 2023

Brought in to stabilize and restructure marketing operations for a leading LGBTQIA+ healthcare platform operating in a high-trust, high-sensitivity category.

- Restructured marketing team operations and budget allocation using incrementality analysis and performance auditing – extending the company’s business runway by over a year.
- Built customer acquisition and retention frameworks that realigned spend from low-impact channels toward measurable, high-ROI programs tied to core business KPIs.
- Established operational frameworks for sustainable, reportable marketing performance in a category where trust and compliance constrain standard growth tactics.

Director of Digital Marketing & Growth Strategy (Enterprise / B2B)

Green Flower | May 2021 - May 2023

Built the growth marketing function from the ground up. This was a zero-to-one build – no team, no systems, no playbook.

- Hired and led a team of 4; scaled department revenue from sub-\$50K to over \$500,000 ARR in 16 months.
- Designed and executed lifecycle and retention programs including email nurture sequences, onboarding campaigns, and re-engagement workflows for subscription-based enterprise training products.
- Owned multi-channel campaign strategy across organic, owned, and paid; built the supporting campaign infrastructure for accredited training programs that drove long-term enterprise pipeline.
- Impacted by reduction-in-force – role eliminated due to company-wide restructuring, not performance.

Earlier Career: Built foundational expertise in email marketing, digital campaign execution, and copywriting across roles at **Leapin’ Lizard Labels** (Email Specialist), **Moxie Exchange** (Digital Marketing Lead), and **Infegy** (Copywriter). These roles developed the hands-on technical depth in email systems, audience segmentation and analysis, and performance copy that now informs my ability to operate across the full marketing stack – from strategy through execution.

EDUCATION:

Bachelor of Sciences (*Kansas State University*)

English Literature | Concentrations in Strategic Communications & Organizational Philosophy

TOOLS & PLATFORMS:

HubSpot (CRM, automation, lead scoring) • Salesforce (All Cloud Functions) • Email & SMS Platforms • Paid Acquisition (Meta, Google, LinkedIn) • Landing Page & CRO Tools • Analytics & Attribution • A/B Testing Frameworks • AI marketing tools • No-code & Low-Code Rapid Prototyping • AGILE Development • Claude Code