

JARROD KRUG

13991 Brookside Ct • Broomfield, Colorado 80023
(720) 232-4309 • jarrodkrug@mac.com • www.jarrodkrug.com

SENIOR MARKETING MANAGER

- An experienced marketing professional, with 10+ years industry experience at planning, building and managing traditional marketing activities while blending new media technologies to extend market reach, accessibility and exposure to new prospects and customers.
- Entrepreneur and small business owner with experience at successfully leveraging grass roots marketing efforts to elevate JKBM Inc. from \$250K in annual sales to over \$800K in annual sales within 2 years.

Online Marketing • Social Network Marketing • Hyper-Targeted Email Marketing • Viral Marketing
Blog Management • Online Merchandising • Online Advertising • Branding
Media & Analyst Relations • Print Advertising • Direct Marketing

PROFESSIONAL EXPERIENCE

MAPQUEST INC, Denver, Colorado • 2009 – Present

Marketing Manager

Manage all promotional content and promotional ad placement on MapQuest.com, responsible for driving new and existing users to internal promotions and/or features, AOL sister sites, as well as key partners and content providers. Responsible for driving high-touch, metrics driven go-to-market strategies in support of the MapQuest mobile and b2b business groups that help provide an incremental increase in users and overall product/feature adoption.

Major Contributions:

- Developed market positioning, branding and communication strategy for successful launch of free iPhone app called MapQuest 4 Mobile which garnered a top 10 free app spot in the iPhone App Store as well as produced over 500M downloads in less than 3 weeks.
- Drove an increase in overall unique visits to MapQuest wireless site by nearly 94% in the first two weeks after the successful launch of new wireless site (wireless.mapquest.com).

JKBM INC, Broomfield, Colorado • 2006-2009

Co-owner, Vice President

Entities: DowntownGalShoes.net, DowntownGalShoes.com, ShoeFlair.com, ShoeDivas.net

Primary marketing force of this highly successful, recognized, and profitable small business providing high-end designer fashions for women and men through online sales channels such as eBay (DowntownGalShoes.com), Amazon.com, and DowntownGalShoes.net. Responsible for high-touch, metrics driven marketing campaigns that inspired an increase in new and repeat purchase behavior.

Major Contributions:

- Opened new marketing channels while growing customer base that fueled an increase in annual sales from \$250K to \$800K in two years.
- Increased online traffic to eBay and Amazon storefronts from 1000 daily unique visitors to over 3200 by utilizing high-touch online marketing strategies that included strict SEO management and social networking tactics.
- Overhauled existing customer and prospect data collection system, delivering a 18% increase in click-thru rates via hyper-targeted email campaigns.
- Pioneered the establishment of industry blogs, ShoeFlair.com and ShoeDivas.net resulting in new revenue stream (via Ad Sales) while increasing storefront and marketplace traffic by 9% in 2008.
- Instrumental in influencing Like.com development team to adopt eBay.com storefront RSS feeds as viable marketplace resource for inclusion in product database. Like.com now sells this service globally.
- Secured quote in November '07 Wall Street Journal Article entitled "E-bay makes a bid to lure ex-buyers back to site".

GE ACCESS DISTRIBUTION, Westminster, Colorado • 2004-2006

Marketing Communications Manager

Working closely with key decision makers, created and executed strategic marketing communications campaigns for assigned government sector IT vendors utilizing direct mail, telemarketing, internet-based mediums; worked closely with in-house web team and outside creative vendors to drive successful channel programs with measurable results.

Major Contributions:

- Achieved 90% adoption rate that included a 22% click-thru rate on a 12-month permission based - interactive media campaign targeting governmental resellers.

Major Contributions (GE ACCESS DISTRIBUTION cont):

- Propelled the successful re-branding and reseller communication campaign for new “MarketSmart” service that enabled year-over-year growth in new reseller acquisition.
- Piloted metrics based reporting structure and education for web-based marketing activities that provided upper-level management greater direction for overall web communication strategy.

SUN MICROSYSTEMS, Chicago, Illinois • 2000-2004

Field Marketing Manager

Spearheaded customer outreach program for JAVA developers called JavaSmart. The successful program was eventually adopted by global Sun Field Marketing organization as best practice for providing a viable marketing platform into existing key accounts and prospects.

Major Contributions:

- Co-founder of Chicago wireless organization, “Mobile Wednesdays”, involving Sun, Accenture, Motorola, and Avaya that pioneered WAP based technology forums years before the universal acceptance of mobile computing as a practical business platform.
- Recipient of National “Guerilla Marketing Award” for developing JavaSmart developer program that saw market adoption throughout 150 of Sun’s North American National Accounts.

DEBIS IT SERVICES, Naperville, Illinois • 1998-2000

Marketing Manager

- Spearheaded major re-branding of IT service offerings that helped seal a second round of venture funding and overall increase in sales throughout fiscal '98.
- Lead media relation’s efforts that saw the publication of prominent articles in Computer Reseller News, VAR Business, and CIO Insight.

J.F.NEW & ASSOCIATES, Walkerton, Indiana • 1996-1998

Business Development Manager

- Orchestrated creation of the inaugural JFNew.com website and nursery catalogue that created a highly profitable revenue stream by offering J.F. New plants and seeds for retail sale throughout the United States.

SHAW INDUSTRIES, Dalton, Georgia • 1992-1996

Field Sales Manager – Boston MA.

- Closed largest overseas Networkx (Carpet Tile) contract for \$1.1 million with Korean design agency.
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EDUCATION

Bachelor of Science in Journalism
The University of Kansas, Lawrence, Kansas

JARROD KRUG PROFESSIONAL REFERENCES

- 1. BETH MARBACH, PRESIDENT, JKBM INC.**
Worked with Beth at JKBM from July '06 until August '08
Phone: 720-982-4250
- 2. KEN GIFFIN, DIRECTOR OF MARKETING, VERIO**
Worked for Ken at GE Access from January '04 until July '06
Phone: 303-645-1959
- 3. MIKE BERG, SENIOR ARCHITECTURE LEAD, SUN MICROSYSTEMS**
Worked supporting Mike's team at Sun Microsystems from June '00 until January '04
Phone: 303-815-5929
- 4. RAY SHEALY, PRESIDENT, RELAY HEALTH**
Worked for Ray at debis IT Services from August '98 until June '00
Phone: 614-804-5142