



Jonathan Murray
New York, NY / Remote
410.271.3000 (mobile)
hello@jonathandmurray.com
www.jonathandmurray.com

Hi, I'm Jonathan, a results-driven marketing & sales exec. with a track record of success spanning 12+ years. I specialize in developing effective frameworks that unlock untapped markets, drive growth opportunities, and transform bootstrapped ventures into nationally recognized brands (while avoiding a few million-dollar pitfalls along the way). I've founded a few companies and pride myself on bringing that same spirit of passion and ownership to any project I join. Here is a glimpse into my journey:

CMO & HEAD OF GROWTH
MYKLOVR
(EdTech, SaaS, B2B, Employee Benefits)

June 2021 – June 2023
New York, NY

“myKlovr is virtual college & career counselor for high school students. We make life-changing guidance accessible and affordable at scale through innovations in distribution and AI technology.”

- Led all aspects of **acquisition marketing, revenue generation, sales operations, and customer retention** for high-growth mission-driven EdTech product – awarded **Time Magazine** ‘Best Invention of 2022’.
- Successfully pivoted from B2C model to Employee Benefit model – an ‘industry first’ that drove significant growth, increased market presence, and gained recognition as **‘2023 Trendsetter’** by EdTech Digest.
- Identified and pursued new distribution channels, expanding company reach and securing partnerships with major clients, including a **Fortune 5 retailer (300k+ employees)**, a **national benefits broker (2M+ lives)**, and an **industry association (37k+ member companies)**.
- Created a national conversation establishing college & career counseling as the “new must-have” benefit for employers, positioning myKlovr as the premiere solution, and presenting our team as thought leaders in the space. Incorporated owned, earned, paid media channels, industry events, employee resource groups, DEI, and CSR initiatives to establish this narrative.
- Developed integrated outbound process, including segmentation, prospect list building, multi-channel outbound campaigns, sales scripts, training materials, and pipeline development.
- Streamlined sales operations, implemented new technology stack, strategy, and messaging to drive maximum growth aligned with business and revenue goals.
- Served as a primary representative for in-person pitches, sales team training, and customer onboarding of all sizes and across multiple demographics.
- Owned sales, marketing, and performance metrics, providing regular feedback to leadership and collaborating with internal and external teams to optimize funnel efficiency.
- Developed and managed marketing and sales budgets, ensuring efficient investment and meeting or exceeding ROAS targets, KPI's, revenue goals, and business objectives.
- Created materials that captured industry trends, agitate/solve customer needs, and tell stories. Examples include owned research, whitepapers, videos, landing pages, case studies, print materials, blogs, un-branded initiatives, speaking engagements, and much more.

CO-FOUNDER & HEAD OF CONSUMER MARKETING
LYNQ TECHNOLOGIES
(Hardware, Tech, IOT, B2C, Outdoor Industry)

October 2015 – April 2021
New York, NY

“The ‘Lynq Compass’ allows you to find your people anywhere. No phone, no network, no wifi required.”

- Launched national distribution of a premium consumer electronics product via one of the **most successful crowdfunding campaigns of all time** raising over **\$1.7M** in 60 days, reaching **1500%** of our goal.

- Awarded **Time Magazine** ‘Best Invention of 2018’, **CES** ‘2019 Innovation Award’, **SXSW Interactive** Innovation Award, **Outdoor Retailer** Innovation Award, **Richard Branson**’s eXtreme Tech Challenge.
- Directly responsible for strategy & execution to achieve profitable growth across all consumer channels – product/brand development, launch then scale of multi-channel e-commerce.
- Developed e-comm experience based on data driven in-depth understanding of full-funnel customer experience, driving sales through effective and cost-efficient marketing programs.
- Oversee acquisition marketing strategy to deliver on sales plan and meet ROI goals; plan and execute SEM, SEO, Affiliate, paid social, re-messaging programs, and third-party partnerships.
- Forecast and deliver on volume, costs, and revenue targets for all acquisition programs. Oversee analytics/reporting and measurement to ensure programs deliver on ROI targets, optimize marketing plan, and channel strategy accordingly.
- Created and managed email marketing acquisition and loyalty programs – using KPI’s and measurable metrics to create segmentation strategies and A/B testing to drive inbox delivery & conversion.
- Establish CRM database (via Zendesk) for customer service and sales pipeline; manage customer service rep.
- Developed all aspects of brand creative including videos, studio & lifestyle photoshoots, blogs, website copy, social media content, infographics, packaging, sales collateral, press kits, etc.

CMO & CO-FOUNDER
VERDAY CHLOROPHYLL WATER
 (CPG, Natural Products, Amazon, Wellness)

October 2015 – September 2019
 New York, NY

“Verday Chlorophyll Water : The worlds-first refreshingly delicious 0 calorie green drink”

- Awarded “**2016 Beverage Innovation of the Year**” by Beverage Industry Magazine
- Achieved 4 SKUs in the **Amazon ‘Top 100 Grocery : Flavored Water’** category within 12 months of launch
- Placement in 1.5k independents and chains including **Whole Foods (SoPac), Wegmans, Giant Eagle, Coremark, CoOp Grocers, INFRA** and others.
- Grew Verday Chlorophyll Water from concept to national distribution, launching a new category and establishing Verday as a leading voice in the story around healthy benefits of chlorophyll and plant-based nutrition.
- Designed and executed annual marketing plans and budgets for natural, grocery, foodservice & ecommerce channels with focus on exceeding sales, customer, distributor, retail and investor goals.
- Created systems and reporting to utilize sales & marketing data to establish KPIs and drive action.
- Managed national network of distributors (**UNFI, KeHE & DSD**), brokers, merchandisers, brand ambassadors, creative agencies, digital agencies and service providers.
- Partnered with key accounts for optimum category and on-shelf placements, merchandising strategy and messaging.
- Established In-Store Program at key Wegmans accounts resulting in +300% increase in velocity and +50% increase in POD in 3 month “test” period.
- Manage promotions, advertising and trade marketing across all national, regional and account level to expand Points of Distribution & increase velocity (distributor promo schedules, new item deals, shopper marketing, case stacks, retail advertising, in-store demos, seeding/sampling, digital/mobile couponing, manufacturer couponing, retail couponing)
- Design and execute social media strategy, content creation, influencer programs and agency management across all platforms. Building from 0 to 10k+ followers while maintaining industry-leading engagement.
- Build website, establish e-comm channel (Amazon & drinkverday.com) and accelerate from 0 to 2500+ cases/month.
- Operate multi-channel digital and performance marketing : Amazon on-platform, social, Google, affiliate & email.

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- Lead creation of packaging, style guides, training materials, POS sourcing and design, sales collateral, investment decks, press releases, photo shoots and other creative via. outside agencies and in-house.

MARKETING DIRECTOR
MERCY NUTRACEUTICALS
(CPG, Nutraceuticals, Amazon, Nightlife, Wellness)

April 2011 - October 2015
New York, NY

“Mercy is a line of functional beverages and chewables focused on recovery, cognitive enhancement and hangover prevention. Have Mercy Not a Hangover”

- Awarded “*100 Brilliant Companies of 2013*” by Entrepreneur Magazine.
- Developed and implemented successful 360° lifestyle & culture marketing programs including events, promotions, contests and ad campaigns in Entertainment, LGBTQ, Music, Fashion and Wellness verticals.
- Design and execution of influencer and industry seeding programs.
- Led design and production of creative materials including brand assets, collateral, advertising, etc.
- Coordinate advertising buys and creative delivery including Digital, OOH, Guerrilla, Radio & Print.
- Daily management of PR agency, editorial goals, timeline, budgets, and copywriting.
- Managed local agency strategy & logistics including app creation, sampling vehicle design, brand ambassador recruitment and training, account selection, partnerships, KPI and recaps.
- Oversaw distributor & key account relationships including onboarding, training, sales drive and incentive.
- Handled all legal rights and clearances including Trademark and FDA matters.

EDUCATION
UNIVERSITY OF MARYLAND, COLLEGE PARK – Class of 2001

B.A. Industrial Psychology
B.A. Communication

- Recipient of Academic Honors / Deans List

TECHNICAL SKILLS/ PROGRAMS

Sales & Marketing CRM, Salesforce, Salesforce Marketing Cloud, Pardot, HubSpot, PPC / SEM (Google Adwords, Meta/Facebook/Youtube Ads, LinkedIn Ads, Amazon Advertising), Programmatic Display Advertising, Native Advertising, Advertorial, Sponsored Content Integrations, Google Analytics, ZoomInfo, Amazon Marketing Services, Fulfillment By Amazon (FBA) logistics, Facebook Insights, A/B Testing, Optimizely, Unbounce, Customer Service, Zendesk, Mailchimp, Klaviyo, Shopify, Whole Foods Reportal, UNFI Clearview, KeHE Connect, Powerpoint, Excel, Word, Photoshop, INdesign



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