

All marketing begins with a great story...

A great story

begins with

a lot of

data

Marketing in 2020 is an engineering problem that also requires the touch of an artist.

In the last 13 years I worked with companies to generate over \$750 million dollars in annual recurring revenue through marketing strategies that produce results.

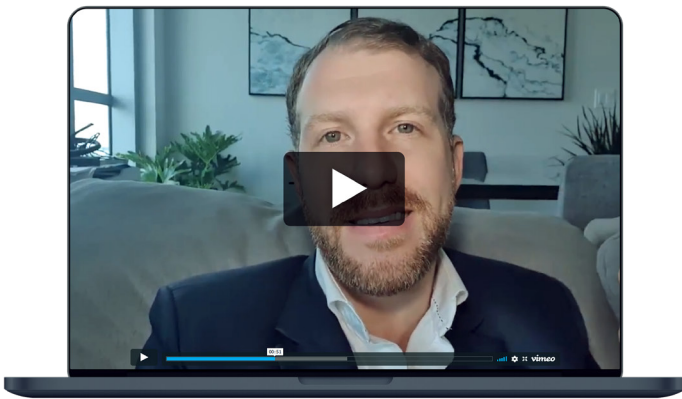
What strategies? Watch the video on the next page to find out and see if I am the right for the VP of Marketing Role you have just advertised.

Click the video link below
for a 3 minute interview

Continue for the
Bio & Resume



Alan Belkin



RE: Chief Marketing Officer

Video killed the radio star... and the old paper resume.

Wouldn't it be nice to get a REAL flavor of who your candidates are and watch them in their element.

When you press the play button to the left you'll also get access to interviews & my product launches with Google. Meanwhile...

Need a quick summary of my background?

- **Held** roles as VP of Marketing, Chief Marketing Officer and Chief Executive Officer
- **Generated** over \$750 million dollars of annual recurring revenue
- **Added** close to \$1 billion of enterprise value in B2C and B2B brands
- **Expert** in demand generation, data analytics & conversion rate optimization
- **Leader** of teams of 30+ people, hired 500+ personnel, strong EQ leadership style
- **Developed** a strong Martech & Adtech background driving \$15m+ in digital spends
- **Advanced** technical knowledge in SEM, SEO, B2C & B2B lead generation with over 10 years+ experience driving improvements in ROAS
- **Comprehensive knowledge** of UI/UX, site design and mobile first engagement
- **Deep understanding** of CRM & CMS management, deployment & utilization

I know this letter is unusual, but perhaps some courage & risk is what we all need more of

meet.alanbelkin.com

Continue to Background ↓

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Alan Belkin

Global CMO 13 Years Experience



AREAS OF EXPERTISE

- Demand generation for B2C, B2B brands & products
- SEM, SEO, Social, Affiliate, Email & Channel marketing
- Omni-channel, eCommerce strategy & digital execution
- Quantitative & data analytics, visualization skills
- C-Suite Executive Leadership (10-30+ personnel)
- UI/UX, Web design, A/B testing, CRO & CMS deployment
- Martech stack integration & CRM deployment
- Programmatic P&L, product & financial ROI analysis

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EDUCATION



Melbourne University
Bachelor of Commerce
Jan 2007 - Dec 2008

Want more
information?

meet.alanbelkin.com

BACKGROUND

01

Founding Principal
Immune Capital Partners (West Palm Beach, FL)

Aug 2019 – Feb 2020

- **Established** a fund, founded to acquire various rehabilitation medical clinics to consolidate & re-brand the centers
- Valuable learning detour to expand exec management skills in M&A, debt financing, capital raising, rolling-up companies

02

Chief Marketing Officer, Advisor
Medical Tech (Under NDA – Stealth Med Tech) (New York City, USA)

Mar 2019 – Jul 2019

- **Delivered** branding, UI/UX and mobile/ desktop app design & build spec for Stealth Medical Aesthetics Co launching in NYC
- **Led** staff, talent and agency relationships including 3rd party vendors to deliver on brand & corporate strategy within 5m
- **Prepared** the company for capital raise with local VC's and medical industry practitioners to execute strategy into 2020/21

03

Chief Marketing Officer, Chief Executive Officer (4 years)

Aug 2010 - Dec 2018

Electricity Wizard (exit to private equity)

- **Developed** #1 rated B2B and B2C financial services comparison site in Australia to assist millions to secure cheaper utility bills
- **Added** 1.2 million+ customers acquired in 50 months with 15% attrition rate and \$700m annual revenue for partners
- **Sold** to Private Equity fund that bought in to expand & scale growth and executed strategy as CMO to drive exit next 4 years
- **Coordinated** \$15m+ in digital spend with UI/UX optimization leading to 15% ROAS increase and driving EBITDA growth
- **Managed** performance marketing channels. Deep knowledge in SEM, SEO, UI/UX, CRO and driving organic growth via digital
- **Rolled out** digital marketing strategy roadmap & executed all content creation strategies to scale user growth & engagement
- **Built** national sales and marketing team (50+ people) from inception to exit managing OKR's / targets to facilitate sales goals
- **Closed multiple** >\$5m dollar deals with publicly listed companies on ASX to drive revenue growth & stabilize earnings

04

Digital Product Lead, Co-founder

Oct 2009 - Feb 2010

JAAM Energy

- **Founded and scaled** digital strategy & sales for B2C lead generation for products to retool homes for energy efficiency
- **Executed** SEM, online strategies to drive growth. Build out national sales team to take inbound enquiries & close sales
- **Launched** national CRM system and national installer integration for billing, ERP and accounting systems for scale

05

Head of Sales, Co-founder

Jan 2007 - Dec 2008

Ozone International Ltd

- **Formed** company to fill unaddressed market in the utilities / telecom sectors with outsourced sales model for B2B, B2C
- **Managed** sales team, contract negotiation, training and development of personnel, built sales team incentive structures
- **A/B tested** multiple sales commission structures-base salary schemes to converge on flat rate incentives for sales agents
- **Ran** operations and external channel partner relationships with organizations including securing ASX Top 200 contracts



[See more skills here](#)

PASSIONS

Sports (competitive tennis, golf), mentoring, Harvard Business Review, Fast Company, IoT, sales and performance coaching, travel