

Jim Burke

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Career Profile

Growth oriented entrepreneur, marketer, and business generalist specialising in customer acquisition

Career Experience

- Head of Expansion Marketing, Weezy | London** (2/2021 – 10/2021)
- Built the launch marketing playbook for Weezy to launch 2 sites per week across the UK
 - Managed the full marketing budget and strategy for city and regional launches
 - Managed a team to consistently surpass revenue and customer acquisition launch ramp-up targets
 - Drove user acquisition by scaling existing channels and identifying new channels
 - Built a localised and scalable growth engine across offline & digital channels, OOH, direct mail, paid media and PR
 - Partner Marketing with local and multinational CPGs to drive customer acquisition and earn extra revenue on our app and owned media
- Head of Marketing, Knotel | London, Dublin, Amsterdam** (4/2019 – 10/2020)
- Built the regional marketing budgets and expansion marketing playbook
 - Partnered with sales to set marketing goals, segment ideal customer profiles, generate pipeline and focus on key accounts to >30% 2019 and >15% 2020 revenue targets
 - Developed tactical regional campaigns and localised global programs to surpass pipeline goals
 - Partner Marketing- Launched co-branded campaigns through our partner customers, service providers, tech platform and media partners to expand into new markets and business verticals
 - Strategic Partnerships with PwC and KPMG for product placement and brand awareness
 - Launched creative online digital events & webinars to engage prospective customers
 - Managed campaigns and events across EMEA and partnered with internal marketing, commercial and product teams to ensure relevancy and campaign success
 - Sales Enablement & content marketing to improve velocity of sales cycle by 50% over 3 months
 - Continuous measuring & tracking to optimise lead gen activities & adapt to growth priorities
- COO & Head of Growth, Norn.co | London, Berlin & Barcelona** (11/2017 – 11/2018)
- Growth- Drove growth of the global community from 200- 6,000 active members
 - Field Marketing- Created and executed tactical local marketing for customer acquisition and community development in San Francisco, London, Berlin & Barcelona
 - Strategic Partnerships- Event, sponsorship, and co-marketing promotion deals with tech platforms: Airbnb, Sofar Sounds, Inner Circle, The League, Dribbble, Eatwith & Travel Massive
 - Product Partnerships with regional SMBs, brands & media companies to expand product features
 - Project Management- Managed a cross-functional and distributed team to launch membership & implement product changes and user testing across all our markets.
- Co-founder & COO, Inbest.ai | Edinburgh, UK & Spain** (12/2016 – 10/2017)
- B2B Marketing & Sales- Acquired wealth advisers and accountants to beta test our products
 - Strategic Partnerships- Sourced, acquired and built account plans with global enterprise companies; IBM Watson & RBS to acquire enterprise customers
 - Operations- Built internal processes including; Sales, Marketing, Product, PR and HR stacks
 - Strategy Development- Defined value proposition, business model, GTM strategy and pricing

- Product Development- Built prototype chatbot products and integration with 3rd party platforms

Co-founder & Head of Business Development, PopUpsters | San Francisco (1/2014 – 12/2016)

- Growth- Built an active daily user base of 10,000 small business, large brands and event organizers across San Francisco, Los Angeles, New York & Chicago
- Sales & Business Development to drive \$800K in revenue for 2016
- Strategic Partnerships with small business software platforms to acquire new SMB customers
- Partnerships with global tech companies; Etsy, Kiva, Yelp, Wework, Google
- Strategy Development- Developed pricing, business strategy and GTM to drive revenue
- Customer Research- Lead focus groups and user testing to refine messaging and product offering
- Management of a distributed sales, SDR and product team across the US, India and Philippines

Senior Account Executive & BD, Prosper.com | San Francisco (6/2012 – 12/2014)

- Outbound/Inside Sales- Raised \$150m in capital for the p2p lending platform
- Account Management- Managed a book of 4,000 active retail, HNW and institutional investors
- Customer Acquisition- Opened distribution channels, events and campaigns to acquire investors
- Launched B2B Partnerships with software platforms and media to reach new customers
- Product Development- Managed product integration with B2B financial and software partners to reach and scale investment advisors to 20% of funding sources over 6 months.
- Created the product & built partnerships to scale Investment Advisors
- Business Operations- Re-designed the onboarding process to 5x growth of IRA funds

Education

Bachelor of Arts, International Economics - Minor in Urban Planning
University of California, Los Angeles (UCLA)

Graduated June 2009

Skills

Tech: Salesforce, Pardot, Marketo, Splash, Mailchimp, Hubspot, Intercom, Google Analytics, Mixpanel, Zoom, Looker, Notion, Asana, HTML, Agile & Kanban project management

Language: English & Spanish

Citizenship: USA & Ireland