

JACOB M. BECKSTEAD

The Builder CMO · Revenue Systems Architect · Marketing-to-Operations Integrator

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EXECUTIVE SUMMARY

I don't operate as a traditional marketing executive. Most CMOs inherit systems. I've spent my career building them, inside an industry where they didn't exist.

In moving and logistics, marketing isn't a mature function. Data is fragmented, attribution is unclear, and operations dictate outcomes more than strategy. Instead of managing campaigns on top of broken infrastructure, I built the infrastructure itself: connecting disconnected systems, defining what to measure, introducing automation where manual processes slowed the business down, and aligning marketing directly to revenue outcomes.

That required going beyond marketing. I moved into the technical layer, writing SQL queries, designing data pipelines, architecting software systems, and building the operating models teams actually needed to produce results.

This approach is most valuable in service-based businesses, logistics and operations-heavy environments, and companies between \$10M–\$100M where growth exists but the systems underneath are underdeveloped. That's the gap I close.

IMPACT METRICS

11x ROMI
conversion rate

\$11M marketing-generated revenue

\$3M+ annual organic revenue

2x lead-to-book

PROFESSIONAL EXPERIENCE

Chief Marketing Officer 2021 – Present

Bailey's Consolidated Services Group · Centennial, CO

Strategic oversight of marketing across multiple moving and logistics brands (B2B and B2C). Led a cross-functional team of 6 including sales development, while also supervising the IT department, ensuring marketing, technology, and operations spoke the same language.

- ▶ Built a content-first revenue engine inspired by 'Endless Customers', tripling monthly web traffic from 3,000 to 10,000 users and generating \$3M+ in annual organic revenue consistently, including through an economic downturn.
- ▶ Architected and implemented an automated email nurturing workflow that doubled the lead-to-book conversion rate from 20% to 40% for warm prospect contacts.
- ▶ Led a full website migration from a custom Angular platform to Webflow in 60 days, personally writing JavaScript and CSS while training the team on the new platform.
- ▶ Built SQL-based analytics pipelines inside MoversSuite to surface revenue transparency and identify problematic sales behaviors that standard reporting missed, protecting company margins at scale.
- ▶ Built the company's marketing tech stack from the ground up, selecting, integrating, and operationalizing tools across CRM, automation, analytics, web, and advertising with no inherited infrastructure to start from, creating a system where every platform connects to a shared revenue model.
- ▶ Managed \$1M+ annual marketing budget across multiple brands with an 11x ROMI, and secured additional \$100K in sports marketing funding by demonstrating long-term brand ROI to executive leadership.
- ▶ Mentored a content writer into a Brand Marketing Manager role, sustaining lead volume and revenue growth through team evolution.

Director of Marketing & Technology 2018 – 2021

Bailey's Consolidated Services Group · Centennial, CO

Led marketing and technology strategy for two B2B brands and one B2C brand. Directed a team of 3 and supported 14 outside sales members across multiple states.

- ▶ Built custom dashboards tracking leads, inbound traffic, appointment bookings, and sales conversions, enabling weekly optimization meetings grounded in real data rather than gut feel.
- ▶ Integrated marketing automation with sales and operations systems, creating a unified view of the customer journey from first click to fulfilled move.
- ▶ Drove organic search growth through strategic SEO/SEM initiatives that substantially expanded pipeline from inbound sources.

Junior Executive Manager, Logistics Operations 2011 – 2018

Bailey's Logistic Services · Englewood, CO

Brought in specifically to solve an operational crisis: running a last-mile delivery and warehousing division was a manual nightmare. The infrastructure didn't exist to scale. I built it from scratch.

- ▶ Designed and secured funding for Bailey's Connect, a custom operations software platform built to run the business end-to-end, from dispatch to delivery confirmation, when no off-the-shelf solution could do the job.
- ▶ Engineered a proprietary routing algorithm that solved a complex logistics problem: optimizing delivery sequences based not just on geography, but on variable on-site time, a capability largely unavailable in commercial routing tools in 2015.
- ▶ The resulting system grew the division from 2 branches to 4, enabling the operational capacity and visibility needed for geographic expansion.
- ▶ This experience established the foundational pattern that defines my approach ever since: when infrastructure doesn't exist, build it.

Marketing Manager 2015 – 2018

Bailey's Consolidated Services Group · Centennial, CO

Led digital marketing, vendor relations, and brand growth strategies during a period of rapid expansion.

- ▶ Grew organic web traffic by 20% YoY and launched paid advertising programs that added ~1,500 new monthly users.
- ▶ Reduced cost-per-lead by \$450 over a two-year period through disciplined SEM and social media optimization.
- ▶ Built brand partnerships with Denver Broncos, Utah Jazz, and BYU, expanding the company's reach to new audience segments.

Digital Marketing Specialist 2010 – 2015

Bailey's Moving & Storage · Centennial, CO

Established the company's early digital marketing foundation, building the SEO, content, and paid advertising infrastructure that all subsequent growth was built on.

- ▶ Launched the company's first structured content and on-page SEO strategy, forming the basis of what later became a \$3M+ annual organic revenue channel.
- ▶ Managed relationships with external agencies for creative, paid search, and web development, ensuring alignment with brand standards and performance goals.

WHAT I BUILD

The through-line across every role: I enter environments where the infrastructure for growth doesn't exist yet, and I build it. The systems I build connect:

- ▶ Marketing activity to actual pipeline, removing attribution ambiguity and tying spend to revenue
- ▶ Data to decision-making, designing reporting that surfaces what matters, not just what's easy to track
- ▶ Automation to execution, eliminating manual bottlenecks that slow conversion and create inconsistency
- ▶ Teams to a shared operating model, aligning marketing, sales, and operations around a single version of the truth

AI, analytics, and automation are the tools I use inside this process, but they are not the strategy. They are leverage inside a well-structured system.

EDUCATION & CERTIFICATIONS

MBA, Marketing · Colorado State University

BS, Economics · Brigham Young University – Idaho

Professional Certified Marketer (PCM) · American Marketing Association

HubSpot Sales & Marketing Certified · HubSpot Academy

TECHNICAL PROFICIENCIES

Data & Analytics: SQL (intermediate), PowerBI, Google Analytics (UA & GA4), Google Looker Studio

CRM & Automation: HubSpot, ActiveCampaign, MailChimp, Zapier, API/Webhooks

Web & Development: Webflow, Angular, WordPress, HTML/CSS/JavaScript, Python (basic)

Advertising & Social: Google Ads, Meta Ads, TikTok Ads, Hootsuite, Sprout Social

Project & Operations: Asana, Monday.com, Slack, Teams