

# Jared Alster

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## PROFESSIONAL SUMMARY

Passionate marketing leader with 15-years experience delivering growth for Fortune 500 brands and SMB's in travel, technology, entertainment, and packaged goods. Brand marketing pedigree, complemented by expertise in all digital marketing channels, such as SEM, SEO, content, and social media.

## EXPERIENCE

Co-founder & Vice President of Marketing, **Stride Travel** – San Francisco, CA      March 2015 – present  
*Lead brand development & user acquisition for largest marketplace in the \$50 billion packaged travel industry. Investor backed by executives from Hipmunk, jetBlue Airways, Google Now, & NFX Guild.*

- Drive growth through key product development phases: private beta build, public site launch, and establishing product/market fit
- Increase monthly active users average of 30% by scaling growth in SEO, PPC, affiliates, and email
- Grow gross referral value to over \$30 million in less than 12 months by working with engineering team on feature enhancements and landing page optimizations
- Achieve email open and CTR's 2x industry average through A/B testing and targeted content
- Develop SEO strategy, resulting in organic user growth of up to 78% per month, by combining content creation with link acquisition and influencer outreach
- Build entire marketing stack – analytics, email/CRM, conversion optimization
- Earn media coverage in the Boston Globe, Los Angeles Times, USA Today, and Skift, enhancing company's brand awareness and generating thousands of new users
- Improve SEM user conversion rate by 54% through detailed keyword analysis & data-driven optimization approach
- Establish and mentor marketing team; improve productivity; define company culture

Director of Marketing, USA, **Intrepid Travel** – Petaluma, CA      May 2010 – December 2014

*Managed all brand and digital marketing for world's largest adventure travel company (\$200M globally). Led budget planning; responsible for driving \$15M annual sales in US.*

- Increased annual sales average of 24% by uncovering and improving inefficiencies in historical marketing and media strategies
- Grew online bookings by over 100% through PPC, display, social, and programmatic ad networks
- Launched affiliate marketing program, creating multi-million dollar incremental revenue channel
- Established partner marketing program with brands like Whole Foods Market, Merrell, The Clymb, and Rosetta Stone; led to a 200% annual increase in email acquisition
- Decreased brochure production costs 25% by reallocating resources to digital brochure creation

Account Supervisor, **Ogilvy & Mather** – San Francisco, CA      August 2009 – Dec 2009

*Transferred to San Francisco to work on Yahoo! account. Played an integral role in launching the \$100 million 'It's You!' global brand campaign.*

- Supervised project management of \$15 million creative and media budget, leading regional teams to ensure assets were delivered on brief, on budget, and on time

- Collaborated with client and agency teams across Europe and Asia to deliver regionalized campaign creative, resulting in a consistent brand message in all major markets

Account Supervisor, **Ogilvy & Mather** – New York, NY

January 2008 - July 2009

*Quickly promoted from Account Executive to Account Supervisor and oversaw a portfolio of six client accounts nationally for Six Flags Entertainment.*

- Increased sales 40% through \$100 million 'More Flags, More Fun' TV, radio, and digital campaign
- Overhauled radio production processes, resulting in cost and time savings for client and agency
- Presented brand positioning strategy to client teams that were adopted by C-suite executives and distributed company wide
- Supervised two direct reports; communicated creative strategy and deliverables to ensure best-in-class client service

Account Executive, **KWG Advertising** – New York, NY

May 2005 - October 2007

- Promoted to primary client contact for the Emergen-C vitamin supplement account
- Grew sales by 94% and doubled brand awareness through \$6 million 'Feel the Good' campaign
- Collaborated with founders and media team to sell-in brand strategies and media plans to client

Assistant Promotions Manager, **Momentum Worldwide**

2003-2005

- Activated 100+ brand experience events for Mars Inc. and Black & Decker, increasing awareness and sales, while at leading event marketing agency

## **TECHNICAL SKILLS**

Google Analytics • Adwords • HTML • MailChimp • Hubspot • Hootsuite • Google Search Console • Facebook Ads Manager • Optimizely • Moz • Ahrefs • Magento CMS • Drupal CMS • Redbooth • SumoMe • Tag Manager

## **EDUCATION**

**University of Denver**, *Bachelor of Science in International Business*

June 2002

## **PERSONAL PURSUITS**

- *International travel*, 40+ countries
- *Philanthropy*
  - National Multiple Sclerosis Society, 'Top 150' fundraiser – \$20,000 raised
  - Bay Area Wilderness Training, Marketing Committee – outdoor educational experiences for urban youth
- *Adventure sports*: summited Mt. Kilimanjaro; Completed 31-mile Alaskan cross country ski marathon; trekked to Mt. Everest base camp; summited multiple peaks in Ecuadorian and Peruvian Andes