

TYLER JACOBSON

VP of Marketing | Lifecycle, Loyalty & Brand

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SUMMARY

VP of Marketing with 25 years of experience building audiences, driving repeat engagement, and attributing revenue to channel strategy across B2C, ecommerce, DTC, and high-constraint regulated markets. Deep background in lifecycle and loyalty marketing, email segmentation, paid media, local SEO, and reporting and attribution. Founder of two nationally recognized, award-winning Denver nightlife institutions.

CORE COMPETENCIES

- Lifecycle & Loyalty Marketing
- Email Segmentation & Automation
- Guest Data & CRM Strategy
- Paid Media (Meta, Google)
- Local SEO & GEO Optimization
- Social Media Strategy
- Reporting, Attribution & Analysis
- Budget & Vendor Management
- Cross-Functional Leadership

EXPERIENCE

4B Marketing / Hybrid Marketing Co.

Oct 2020 – Present

VP of Marketing | Denver, CO

Lead marketing for a Denver and Austin agency and its full client portfolio. Manage two senior specialists across SEO, paid search, programmatic, CRM, and marketing automation. Train the entire account team in digital marketing.

- Guided Colorado's largest locally owned dispensary chain through an email segmentation overhaul that produced a 44% revenue lift, 707% revenue-per-send improvement, and \$377K from a three-stage win-back series targeting lapsed customers.
- Guided a multi-state operator post-migration on CRM platform: \$1.23M in directly attributed email revenue and a 13% push notification revenue lift.
- Trusted to unify a thirty-five-year-old New York nonprofit's four business units (thrift, bookstore café, community healthcare, and the state's first licensed adult-use dispensary) into a single brand platform, the first time the organization has done so. Three-year integrated campaign across digital, OOH, and internal marketing is live.
- Grew the agency's own inbound pipeline 1,900% through segmentation and multichannel campaign strategy; beat lead targets by 146% and produced 10x YoY MQL growth.
- Designed Momentum Packages, a productized service offering adopted as the agency's growth framework for a new brick-and-mortar vertical outside cannabis.
- Led market entry strategy for publicly traded companies entering regulated categories, including persona development, UVP work with VP-level stakeholders, site architecture, SEO, and demand generation. XRpure: 261% YoY traffic growth, 550% conversion growth.

Omnifonic

Apr 2018 – Oct 2020

Founder / President | Denver, CO

Strategic marketing consultancy serving consumer-tech and B2B clients on monetization, lifecycle, and brand recovery.

- Fractional CMO for Photobucket through a customer trust and monetization crisis. Rebuilt pricing architecture, authored the Customer Bill of Rights, and partnered with product and engineering to fix platform issues. Delivered the first profitable month in company history within 28 weeks. Free-to-paid CVR up 168%, paid subscribers up 31%, sentiment up 88.4%.
- Improved Hotel Engine's PPC efficiency 600% through multi-touch attribution focused on down-funnel metrics.

- Digital media metrics specialist for the ICFJ Knight Fellowship, evaluating publisher programs across Africa, Latin America, India, Indonesia, and Mexico.

MacHighway

Sep 1999 – Mar 2015

Vice President of Marketing | Denver, CO

Mac-focused B2B and B2C web hosting and email provider.

- Grew MacHighway 3,400%, from \$5K MRR to \$175K MRR, placing the company in the top 1% of web hosting companies globally by revenue.
- Created Macname, a domain and email product complementing Apple's .Mac. Accounted for 13% of annual revenue and earned international press. When Apple deprecated .Mac and iWeb, retained the bulk of those customers and converted them to hosting subscribers.
- Built national print campaigns, display and remarketing, affiliate programs, and Mac advocacy community partnerships. Developed technical documentation that earned top search rankings for non-branded terms.

Sweet Georgia Sugar

Mar 2013 – Feb 2017

Co-Founder / Head of Marketing | Denver, CO

DTC natural skincare brand, built concurrent with day jobs.

- Secured placement in 30+ Natural Grocers stores across 11 states; designed automated ecommerce journey and B2B segmentation campaigns.
- Ran a three-day promotional event generating 23% of annual website revenue.

COMMUNITY BUILDING & NIGHTLIFE

- Lipgloss (2001–2009): Co-founder and DJ of nationally recognized, award-winning indie dance night. Earned national coverage in SPIN and on MTV2. Multiple Westword Best of Denver awards. Still running today as a Denver nightlife staple.
- Mile High Soul Club (2008–Present): Co-founder, DJ, and head of marketing for award-winning all-vinyl soul night. Multiple Westword Best of Denver awards. Continues to draw crowds and book premier venues. Brought touring artists including Jello Biafra, Nick Waterhouse, Eli “Paperboy” Reed, and Fred Schneider to Denver.
- Both ventures are built on the discipline of creating experiences people return to year after year.

TEACHING, PUBLISHING & COMMUNITY

- Guest Lecturer, University of Denver and University of Colorado, on psychographic targeting and market segmentation.
- Instructor, General Assembly, 10-week Marketing Bootcamp, Facebook Ads, SEM, Email Marketing, Social Media Marketing.
- Contributing author, MG Magazine, on marketing strategy in regulated industries.
- Founder, Denver Tech on Tap and Hey, Marketing!, Denver-based marketing networking groups.

CERTIFICATIONS

- HubSpot Agency Partner & Inbound Sales | Google Ads, Analytics, Tag Manager | Meta Blueprint | Reddit Ads Creative | DemandBase Advanced ABM