

# JUSTIN BROCK

STRATEGIC DIGITAL MARKETER FOR SAAS, B2B, & ECOMMERCE



## CONTACT

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<https://justinbrock.com/#contact>

## HIGHLIGHTS

Broad & deep digital marketing experience  
Strategic, creative, & analytical  
Owner's mindset with wholistic view of the business

## EXPERIENCE

### BEYONDTRUST

2018-Present

#### *Manager of Digital Marketing, 2018 - Present*

Defined digital marketing strategy across paid, organic, and social. Lead SEO strategist for the merging & rebranding of three companies (Avecto, Bomgar, BeyondTrust).

### BOMGAR

2004 - 2011, 2012 - 2018

#### *Manager of Digital Marketing, 2017 - 2018*

Defined digital marketing strategy across SEO, PPC, display, remarketing, website, and email. Defined strategy for and manage ad agency. Derived actionable insights from analytics. Advised Product Management/Marketing with market research from digital channels.

#### *SEO & Digital Strategist, 2012 - 2017*

Grew organic over 90% in two years. Established organic as the leading traffic channel, despite \$3.5M digital advertising budget. Initiated multiple website redesigns which increased conversions over 10%. Managed ad agency. Also, functioned as Product Marketing department.

*(Here I left Bomgar to do marketing consulting for 9 months)*

#### *Senior Technical Writer, Webhelp Manager, 2010 - 2011*

Revolutionized techcom department with transition from print to single-source publishing of webhelp and pdf guides. Innovated search engine friendly webhelp that now drives 25% of organic traffic. Seen as SEO expert within tech writing community. Also, managed translations.

#### *Manager of Product Marketing, 2008 - 2010*

Established Product Marketing department at Bomgar. Armed sales and marketing teams with product data sheets, ROI models, presentations, demo scripts, website content, and product launch materials. Monitored competitors and advised Product Development accordingly.

#### *Manager of Online Marketing, 2007 - 2008*

Established Online Marketing department at Bomgar. Coordinated rebranding project (from *NetworkStreaming* to *Bomgar*). Defined strategy and measured performance for SEO, PPC, display, email marketing, and website. Increased organic traffic after disruptive domain change.

#### *Webmaster/SEO/SEM, 2004 - 2007*

Optimized and maintained website for lead generation. Established SEO as an in-house function. Restructured and optimized PPC campaigns. Created and optimized display campaigns.

### Ecommerce (Various)

2014 - Present

#### *Marketing and Ecommerce (Co-Owner/Consultant)*

Created and sourced physical products and promoted through ecommerce channels (website, Amazon, eBay, etc.). Drove sales through digital channels, optimized Shopify/WordPress websites, and set affiliate strategy. Also, handled patent/trademark and managed translations.

### Brock Marketing Services

2011 - 2014

#### *Digital Marketing Consultant*

Developed brochure websites and ecommerce stores for various local businesses. Created and optimized digital advertising campaigns using Adwords, Facebook Advertising, and other platforms.

