

# Jason Hardin

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## Digital Marketing Professional

### Leverage Marketing Technology to Drive Demand & Lead Generation

Technology and data-driven marketer with experience building and running lead-generating digital campaigns. Extensive skills in researching, implementing, and managing marketing tech apps and platforms. Creative problem-solver and adept at identifying and resolving issues to deliver quality results. Strives for continuous improvement to create engaging digital experiences.

Expertise in:

- **Marketing Automation**
- **Data Analysis & Reporting**
- **Campaign Creation & Execution**
- **Conversion Rate Optimization**
- **Search Engine Optimization**
- **Web Development/Design**

## Professional Experience

**HALLIBURTON**, Houston, TX

**Marketing Supervisor , Digital Experience**

2019 - 2020

Utilized web traffic analytics and behavioral metrics to help develop optimized customer experiences on websites and other properties. Guided the company's martech effort through evaluations and recommendations and assisted with integrating new technology into marketing programs.

- Coordinated with IT to implement and deploy Salesforce Pardot and migrated marketing automation data from legacy platforms.
- Coordinated with multiple business units to implement digital asset management (DAM) platform, migrating 9,000+ assets, and providing training and support to internal users.

**Digital Strategies and Marketing Lead**

2009 - 2019

Implemented and managed web analytics platform, tagging, and reporting. Coordinated with 13+ business units to develop and deploy multi-channel campaigns. Tested and optimized content for usability and SEO. Posted and managed online content for various channels (website, blog, video, social media).

- Managed implementation and deployment of Oracle Eloqua and migration from legacy email marketing platform, increasing the marketing team's capabilities with a full marketing automation platform.
- Assisted in implementation and on-going support of email marketing database within CRM efficiently querying and segmenting across 400K+ contacts.
- Deployed web analytics dashboards across multiple business units and high-profile campaigns, improving visibility of key metrics for stakeholders.

- Provided training and support for various marketing applications and technology for internal teams, increasing adoption and efficiency.
- Collaborated with marketing team, creating and optimizing assets and tagging across multiple global webinar campaigns.

## **Additional Relevant Experience**

**HALLIBURTON**, Houston, TX  
**Web Projects Lead - DBS**

**IDEA INTEGRATION**, Dallas, TX  
**Consultant**

**DRESSER**, Dallas, TX  
**Web Developer**

## **Education**

**Bachelor of Science (BS)**, Computer Science, Minor: Mathematics, Embry-Riddle Aeronautical University, Prescott, AZ

## **Certification**

Google Analytics IQ, 2020  
Google Ads - Search, 2020  
Google Ads - Measurement, 2020  
HubSpot Marketing Software, 2020  
Demandbase ABM Certification: Advanced, 2020  
Oracle Eloqua B2B Master Certification, 2019

## **Technical Skills**

HTML, CSS, JavaScript, jQuery, VBScript, SQL, PHP, AMPScript, Bootstrap, Oracle Eloqua, Salesforce Pardot, Google Analytics, Adobe Creative Suite (Photoshop, InDesign, Dreamweaver), WordPress, MOZ, Hotjar, Salesforce.com, SharePoint, Microsoft Dynamics CRM, Adobe Experience Manager, Microsoft Office (Word, Excel, PowerPoint), Adobe Acrobat, Kaltura, SurveyMonkey, Brandfolder