

CONTACT

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EDUCATION

Villanova University
MBA - Marketing and AI&ML Conc.
Expected Graduation: May 2028

Old Dominion University
B.S.B.A. Marketing Degree

AI & AUTOMATION

- Prompt Engineering
- Workflow Automation
- No-Code AI Development
- Rapid AI-Assisted Prototyping
- Custom GPT & AI Agent Design
- AI-Powered Content Creation
- AI-Assisted Research & Analysis
- AI-Powered SEO & AEO

CERTIFICATIONS

- Google Analytics (GA4 and UA)
- Google Ads (Search, Display, Video)
- Marketing Strategist, *Section School*
- Media Buying Professional, *Meta*
- Inbound Marketing, *Hubspot*

SKILLS

- Growth Marketing
- Product Marketing
- Lifecycle Marketing
- Marketing Analytics
- Audience Segmentation
- Conversion Rate Optimization
- Cross-Functional Leadership
- Customer Journey Mapping
- Persona Development
- A/B Testing
- SEO + AEO
- Paid Media

TOOLS

- Google Ads
- Google Analytics
- Google Tag Manager
- LinkedIn Campaign Manager
- Meta Ads Manager
- Generative AI Tools
- Looker Studio
- CRMs

JACK CHACON

AI-ENABLED FULL-FUNNEL GROWTH MARKETER

Full-funnel growth marketer with experience in product marketing, paid media, CRO, lifecycle, and brand strategy. Skilled at leading collaborative cross-functional initiatives and building new systems in lean environments. Uses AI to improve speed, gain insights, and deliver measurable growth.

PROFESSIONAL EXPERIENCE

Marketing Manager, Adult and Professional Education *Villanova University | Oct. 2024 - Present*

- Managed six-figure Google, Meta, and LinkedIn campaigns, generating 23,600+ leads in 2025 at a \$54.71 cost per lead by leading campaign optimization initiatives and managing agency partners.
- Increased monthly paid lead volume 97%, from 1,288 in January 2025 to 2,537 by December, while reducing cost per lead nearly 30% through data-driven targeting and messaging improvements.
- Improved paid channel conversion rate from 3.8% to 10.1% by restructuring campaigns, implementing paid media best practices, and optimizing landing pages.
- Increased funnel visibility by redesigning our analytics tracking processes and implementing best practices across Google Tag Manager, Meta Pixel, LinkedIn Insight Tag, and GA4.

Sr. Brand Manager and Marketing Strategist *20nine | Nov. 2020 - Dec. 2023*

- Managed product development, brand strategy, marketing, and day-to-day operations for three startup ecommerce brands.
- Managed paid media, affiliate programs, and influencer campaigns, which contributed to a 30% increase in sales YoY across 20nine's brand portfolio.
- Collaborated with designers and developers to launch Shopify sites, Amazon listings, and photo shoots on limited budgets.
- Conducted market research, developed personas, and mapped customer journeys to shape client strategy which generated \$250K+ in billings.
- Implemented technical SEO best practices for two new SEO clients, while simultaneously designing 20nine's new SEO services offering.

Associate Producer & Marketing Coordinator *Wonderful Machine | Aug. 2018 - Nov. 2019*

- Increased client meetings and calls by 300% through CRM audience segmentation and persona-based A/B testing.
- Won \$100K+ photo shoot contracts by understanding clients' brands and finding photographers and crews that matched their business needs.

Sr. Sales and Customer Relationship Assoc. *PepsiCo | June 2017 - June 2018*

- Led 30 employees to install displays in 400+ stores in one month, generating over \$100K in revenue and securing future promotional space.
- Increased weekly order size 21% and shelf space 16% by understanding each individual client and tailoring recommendations to their needs.

View selected work and case studies at jackchacon.com