

Jean R. Desvernay

GTM Engineer + Growth lead

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Qualifications Summary

Growth Lead and GTM Engineer focused on building the GTM systems early-stage SaaS and B2B teams run on. I design repeatable, closed-loop motions that unify lead sourcing, enrichment, outbound, and paid activation to scale with predictable CAC. Since 2015, I've led high-scale user acquisition and full-funnel growth at tech companies including Airbnb, shaping a test-and-learn GTM playbook.

Areas of Expertise

- Go-to-market strategy
- Budget & media planning
- Lead gen strategy
- Retention & lifecycle
- Agile Marketing
- Paid media (SEM, Meta, TikTok, YouTube, Reddit, Quora, ASA)
- RTB & programmatic buying
- SEO & content marketing
- CRO (conversion optimization)
- Analytics & reporting (KPIs, ROAS)
- Creative & ad ops management
- Team coaching & oversight
- Marketing automation
- ABM & GTM Engineering
- SaaS, Marketplace
- B2B & B2C experience

Tools & Platform

- **Marketing & Analytics:** Google Ads, Meta Ads, TikTok Ads, Apple Search ads, Reddits, The Trade Desk, Google Analytics (360), Looker Studio, Tableau, Appsflyer, Mixpanel, Apollo.io, Clay.com, Reply.io
- **Performance & SEO:** SEMrush, Voluum
- **Tech & Automation:** openAI, n8n, Zapier, Make, Python, MySQL, JavaScript,
- **Project Management:** Assana, Notion, Monday, Zoho, Microsoft Office Suite

Credentials & Certifications

- Clay Certified (outbound automation)
- Professional Scrum Master I (PSM I)
- Google AdWords Certification
- Google Analytics Certification
- Facebook Certified Media Buyer

Professional Experience

Founder

GET-TO-REV.COM – Seattle, USA | Nov 2022 – Present

I partner with B2B and B2C teams building SaaS products, mobile apps, and marketplaces in sectors like travel, fintech, education, and healthcare, using profitable paid acquisition, outbound marketing, and AI-powered GTM engineering to scale user growth.

- Engineered GTM funnels using Clay for AI-powered prospecting/enrichment and HubSpot for predictive lead scoring, segmentation, and workflow automation.
- Deployed Reply.io for multichannel sequencing (email + LinkedIn) with AI-personalized outreach to boost Leads, MQL and SQLs.
- Design AI agents and workflows in Zapier, Make and ChatGPT to automate leads flow.
- Built dynamic retargeting campaigns on Google Ads and LinkedIn using Clay- and HubSpot-synced audiences.
- Build the GTM data layer: tracking, attribution, segmentation, and funnel analytics.
- Plan, run, and optimize paid campaigns on Google, Meta, LinkedIn, and TikTok.
- Develop content and SEO programs to capture intent and lower acquisition costs.
- Lead cross-functional teams and partners to execute growth playbooks at scale.
- Managed budgets of \$10K–\$100K/month
- Partnered with founders and product teams to align acquisition, retention, and GTM scaling strategies.

Selected 2025 Projects

Biotech Analytics SaaS – Outbound and GTM Funnel Engineering

- Designed the full GTM engine that helped land a 400k deal within 3 months.
- Identify ICPs, Enrich leads, build personalization, and scale Clay workflows.
- Built predictive lead scoring + automated nurture workflows in HubSpot.
- Automated LinkedIn + email outreach in Reply.io
- Created retargeting audiences across LinkedIn and Google Ads

AI Scribe SaaS – Outbound and GTM Funnel Engineering

- Find and Enriched ICPs in the medical space using third party database and Clay and ran segmented outreach via Reply.io across email and LinkedIn.
- Set up HubSpot tracking and workflows to monitor user behavior and optimize nurturing, to increase the free-to-paid conversion rate.
- Created custom audiences across Facebook and Google Ads.
- Achieved 7% trial signup and 2.4% trial-to-paid conversion

Head of Growth | Mobile User Acquisition and Retention

LAUNCHTRIP – Vancouver, Canada | 2021 – 2022

Head of Growth leading a 7-person team focused on user acquisition and business growth. Oversaw strategy and execution across Paid Media, ASO, SEO, Social and Content. Worked closely with the Product Team to unlock new growth opportunities.

- Launched, and optimized paid media campaigns across Google, Meta, Apple Search Ads, Email and Reddit.
- Recruit and build the Paid Media, SEO, Social Media and Content Marketing teams
- Manages the marketing team, from leading meetings to managing workloads
- Develop and oversee the marketing strategies and quarterly OKR across all channels
- Plan and manage the marketing budget for all channels with revenue forecast
- Implemented Analytics and Data Science with the engineering department

Marketing Manager | Ads Revenue and Marketing Analytics

GLOBAL PERSONAL – Miami, FL / Remote | 2018 – 2021

Primary manager of ad ops and revenue growth for web apps with 20M+ monthly hits. Support full-funnel marketing with CRM and analytics, optimize campaigns to boost ad revenue per user, and analyze CPM, CPA, and fill rates for better ad performance.

- Boosted average monthly ads revenues by 15% for 18 straight months.
- Analyzed user behavior from 20K users from CRM and Google Analytics.
- Fully Initiated and rolled out ads serving operations to a new ad server.
- Created Data Studio reporting by connecting to 3rd party API with Python.
- Managed ad networks partnership from integration to post-integration.
- Leveraged ad server technology to implement revenue driven solutions.

Senior Media Buyer | Social Media, Display and SEM

AIRBNB – Montreal, Canada | 2014 – 2018

Launched and managed digital display campaigns for awareness, prospecting, and remarketing across platforms including DoubleClick, The Trade Desk, Meta, YouTube, Pinterest, Google Ads, and Criteo with a \$1M+ budget. Rapidly evolved to training and coaching team members to become competitive full-stack marketers.

- Led media buying strategy across Meta, LinkedIn, Google, and RTB platforms, managing full-funnel campaigns.
- Managed and coached a 4-person team on executing and optimizing paid Facebook campaigns.
- Planned and managed marketing budgets up to 1 Million/year.
- Maintained a conversion rate of 6%+ month-over-month.
- Bolstered month-over-month revenues and leads by 18% (average).
- Build B2B lead acquisition campaigns on LinkedIn and Meta to increase our destination portfolio.
- Optimized a portfolio of 90 SEM campaigns from conception to optimization.

Media Buyer

BLINX GROUP – Montreal, Canada & Seattle, WA | 2013 – 2014

Managed third-party app distribution via media buying, securing top ad placements and pricing (CPC/CPM/CPA).

- Catapulted conversions from 0 to 6K+ per day.
- Ramped up media buy campaigns from 2 to 15 monthly.

Affiliate Marketing Manager

OPALE NET – Montreal, Canada | 2011 – 2012

Education

A.S., Computer Information Systems, Ashworth College, USA, 2020

AI Implications for Business Strategy Program, MIT, 2018