

JEREMY JOHNSON

REVENUE, MARKETING, OPERATIONS

Atlanta, GA 30339 

jjjjohnson024@gmail.com 

jjjallday.com 

jeremyjjohnson0 

678-822-8726 

RELEVANT EXPERIENCE

MarketPryce

 5/23-Pres.  Remote

AI-powered platform that matches athletes with brands, currently in beta

Growth & Partnerships Manager

Spearheads beta-user program, establishing relationships with over 100 different brands to evaluate key revenue growth potential

- Conducts in-depth market analysis to create an ideal customer profile and provides strategic guidance to brands on influencer marketing strategies.
- Devises and leads the development of the go-to-market and sales strategy from inception, including pitch, sales processes, and more

Tagboard Inc.

 4/22-1/23  Remote



Series A SaaS start-up, innovator in sports and media production

Sales Account Executive

Pioneered strategic selling processes and tools resulting in a 30% increase in net new ARR

- Collaborated cross-functionally with marketing and operations teams to optimize lead-to-revenue processes, driving operational efficiency
- Managed revenue forecasts and recognition processes for accurate reporting and resource allocation
- Conducted market research and competitive analysis to identify new revenue opportunities and expand market share

Teamworks Innovations Inc.

 3/21-4/22  Remote

Series D SaaS company, recently acquired 7 sports tech companies

Account Executive/Account Manager

Orchestrated and executed an effective go-to-market strategy that achieved a 600% increase in untapped customer market penetration within 3 months

- Successfully facilitated entire sales funnel, including creating marketing collateral and contract negotiation from initial outreach to final close
- Leveraged data and analytics to track performance, improve client experience, and deploy actionable strategies to optimize sales processes and revenue growth

Business Development/Strategic Projects

Scaled trial initiatives totaling \$1.8M in TCVC, resulting in a \$600k increase in net new ARR to drive business growth opportunities

- Managed a portfolio of high-value accounts, ensuring customer satisfaction, retention, and growth
- Implemented successful approaches to revitalize underperforming product lines, creating innovative solutions to increase efficiency

Jackson Physician Search

 6/20-3/21  Alpharetta, GA

Industry-leader in retained physician recruiting

Search Consultant

Led company outreach efforts to generate over 250 candidate leads, successfully fulfilling contractual placement requirements

- Developed and expanded the telemedicine sector, increasing placement revenue by 200%
- Addressed organizational staffing needs by working closely with clinical leadership, resulting in improved operational efficiency and higher-quality patient care

SUMMARY

Results-driven professional with 4+ years of experience in sales, marketing, and operations. Demonstrated success in driving revenue growth, implementing strategic marketing plans, and optimizing business operations. Skilled in building and maintaining strong relationships with customers, partners, and cross-functional teams. Strong analytical and problem-solving skills with a proven ability to identify areas of improvement and develop effective solutions. A motivated self-starter and former athlete with a passion for driving business success through collaboration, innovation, and continuous improvement.

EDUCATION

Master of Science in Sport Management

University of Cincinnati  1/19-5/20

- Baseball program record-holder
- AAC Conference Champion
- AAC All-Academic Team
- AAC All-Tournament Team


Bachelor of Arts in Communication

Auburn University  6/15-12/18

- NCAA Baseball Regional Champion
- 3x SEC Academic Honor Roll
- 3x Top Tiger Recipient

INTERNSHIPS

Cincinnati Athletics

 11/19-2/20


Business Operations Student Worker

Cincinnati Reds

 6/19-9/19

Promotional Events Intern

ESPN 106.7

 5/18-8/18

Co-Host & Production Intern

LEADERSHIP

Pinch Hitter Solutions LLC

 2/23-Pres.


Founder & Owner

6-4-3 DP Athletics

 9/20-Pres.

Head Baseball Coach

Home Church Roswell

 3/21-1/23

Pathways Director