Tom Bateman

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Professional Summary

Results-driven marketer and design professional with 8 years’ experience contributing to $50M+ in revenue growth across SaaS, fintech, automotive aftermarket, and consumer products. Skilled in brand strategy & design, content marketing, email automation, and customer experience, with a proven record of transforming brands and scaling digital channels.

Dual citizen looking for a role capitalizing on expertise and experience while allowing flexibility to work from either the US or UK.

Key Skills & Achievements

Brand Strategy & Rebranding

• Led full-scale rebrands at SuperSprings International and Sherman Portfolios, driving $2M+ in DTC sales and transforming a legacy RIA into a SaaS-style digital platform.

Digital Marketing & Campaign Management

• Executed SEO, PPC, social, and email campaigns that produced 90M+ impressions, 130K+ followers, and closed $190M in new assets under management.

Marketing Analytics & Data-Driven Decision Making

• Leveraged GA, Tableau, and attribution models to optimize ROAS, cut CAC, and guide budget allocation, sustaining 20%+ net profit margins.

Creative Strategy & Content Development

• Solo-produced documentary video series, national campaigns, and launched company printed magazine.

Professional Experience

Sherman Portfolios, Coeur d’Alene, Idaho

Chief Marketing Officer | Aug 2023 – Present

• Engineered comprehensive rebrand and SaaS transformation of a 1990s-style RIA into a modern digital platform, launching a new website, gated & credentialed online dashboard, and assisted in the design of an automated financial toolkit with nightly updates and zero manual inputs.

• Built and scaled email marketing infrastructure (5.6M+ emails sent in 2024) with industry-leading 16.1% click-through rate (8.5× higher than benchmark), generating warm leads and closing $190M AUM.

• Increased subscription revenue by 11% YoY, reaching $1.65M across 664 active subscribers in 40 states, with 25% maintaining 10+ year tenure.

• Designed targeted automation campaigns that upgraded 39 subscribers in two months, adding $46.8K in annual recurring revenue.

• Spearheaded digital adoption with 57,000+ Command Module logins, 33 automated web pages, and launch of native iOS/Android app for US national advisors.

• Directed brand visibility campaigns, achieving 330K+ whitepaper downloads, 282K new site visitors, 105K+ LinkedIn impressions, and building an advisor forum with 189 active users.

SuperSprings International, Carpinteria, Calif.

Director of Marketing | Sep 2021 – Aug 2023

Creative Director | Jul 2019 – Sep 2021

• Spearheaded a complete rebrand (logo, company name, identity, website), transforming SSI from a wholesale supplier into a direct-to-consumer lifestyle brand; drove $2M+ in annual website sales at 70%+ margins.

• During tenure in marketing, company doubled total revenue from $11.4M → $22.8M (2019–2022) while sustaining 20%+ net profit margins; scaled net income from $1.3M → $5.1M.

• Built and launched supersprings.com into the company’s most profitable “account,” with e-commerce sales rising $3.4M → $8.5M (150%+ growth).

• Designed and executed integrated digital campaigns across SEO, PPC, email, social, press, print, and influencer partnerships. Transitioned to owned content strategy, cutting CAC and lifting organic traffic.

• Produced, directed, edited, and published high-quality content (Journey Better video series, national ads, installation/how-to videos, social campaigns); generated 90M+ impressions and 130K+ followers.

• Implemented automated email workflows (cart abandonment, upsell, win-back, onboarding) that drove six-figure annual revenue, reactivated canceled customers, and boosted repeat purchases.

• Designed, printed, and internationally distributed new quarterly issued magazine into the industry focusing on stories, brand, company and automotive suspension.

• Complete overhaul of all printed materials for installation and customer instruction in line with ISO 9001.

• Leveraged analytics tools (GA, Tableau, Hotjar, Brand24) to implement attribution modeling and weekly ROI/ROAS optimization, improving budget allocation.

• Worked on branding and rollout of OEM partnerships with Winnebago, Tiffin, Thor, Coachmen, John Deere.

• Participated in international brand expansion including travel to Dubai and Saudi Arabia.

• Experience in 15+ international markets; international sales growth of 155% (2020) and 127% (2021); signed distributors at SEMA (20×20 booth + Vegas video takeover) delivering $1M+ projected revenue from Australia.

• Launched Trailer SumoSprings campaign, scaling sales from $285K → $1.3M (2020–2022).

• Built SSI’s first dedicated marketing department, scaling from one-person to a structured team of 3–5; hired, trained, and managed staff, increasing output and campaign cadence.

• Part of EOS operating system rollout (2021) and leadership team, improving company-wide accountability, transparency, and execution of quarterly/annual marketing goals.

MUFG Union Bank, Woodland Hills, Calif.

AVP, Visual Assets, Marketing | Jun 2018 – Jul 2019, AVP, Project Specialist | Feb 2018 – Jun 2018

Paychex, Ventura, Calif.

Small Business Sales Consultant | Jun 2017 – Feb 2018

Education

Trinity International University, Deerfield, Illinois

B.A., Philosophy, Suma Cum Laude | 2016 (completed in 2.5 years)