

TIMOTHY JOHNSON

BRAND & MARKETING LEADER | BRAND STRATEGY, GO-TO-MARKET & GROWTH

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PROFESSIONAL PROFILE

Brand and marketing leader with 13+ years building brands and driving growth across consumer products, technology, real estate, and professional services. Led campaigns, brand activations, and launches for Samsung, Google, YouTube, Porsche, and Hyundai, including a Golden Dragon award-winning campaign for Best Overall in Asia-Pacific. Most recently drove 150% YoY revenue growth on \$2.5M+ portfolios at Aceable while managing \$1M in annual media at 2.5x ROAS. Former Chief Marketing and Operations Officer and co-founder of Salty Batches, a CPG brand selling in 30 states. Uses technical AI applications to speed up creative development, research, analysis, and reporting.

CORE STRENGTHS

Brand Strategy & Positioning | Go-to-Market & Launches | Integrated Campaigns | eCommerce & Conversion Optimization | DTC & Shopify | Experiential & Brand Activations | Performance & Lifecycle Marketing | Pricing & Monetization | Consumer Insights & VOC | Agency & Partner Management | Team Leadership | AI-Enabled Marketing & Analytics

PROFESSIONAL EXPERIENCE

Senior Product Marketing Manager | Aceable | Austin, TX | September 2025 – October 2026

- Owned go-to-market, positioning, and pricing for \$2.5M+ consumer product portfolios across 27 markets, delivering 150% YoY revenue growth.
- Directed \$1M in annual media across paid search (including Google Performance Max), paid social, affiliate, lifecycle email, and creative, sustaining a 2.5x ROAS.
- Delivered a 2+ percentage-point conversion lift through experimentation, funnel analytics, Voice of Customer insight, and SEO and AI-search optimization.
- Built automated reporting and alerting tools with Claude Code, GitHub, and Railway to monitor conversion, AOV, order volume, and traffic, and connected data and project-management platforms into automated workflows.

Co-Founder (Part-Time) | Salty Batches | Austin, TX | January 2026 – Present

- Built a zero-sugar electrolyte candy brand with co-founders, creating its identity, positioning, packaging, and creative platform.
- Launched across DTC, retail, and corporate/B2B channels, reaching customers in 30 states and selling 3,000+ packages within six months.
- Run integrated acquisition across paid social, email, creators, and community partnerships.

Chief Marketing and Operations Officer | GoEducate, Inc. | Austin, TX | August 2021 – August 2025

- Owned go-to-market, pricing, and revenue for an AI-enabled platform, leading marketing, sales, and business development with a five-person team and \$200K annual budget.
- Scaled the platform to 70K+ users and helped secure multi-year licensing deals with two- and four-year institutions and the Department of Corrections.
- Booked and ran 10–15 product demos a month for employer, institution, and enterprise leads, tracking CPL, lead-to-demo, and demo-to-close conversion.
- Shaped product development and UX, and led content, PR, lifecycle marketing, client success, and new partnerships.

Director of Creative Operations | Compass RE | Austin, TX | January 2020 – September 2021

- Led national creative and project management serving 20K+ agents across 20 U.S. markets and 1,000+ projects monthly; introduced Adobe Workfront and standardized operating processes.
- Integrated the Texas marketing and design teams, leading 15 individual contributors and supporting 20% Austin agent-base growth and campaigns tied to \$25M+ in home sales.

Content Marketing Manager | OJO Labs (Movoto) | Austin, TX | October 2018 – January 2020

- Led PR, social, content, and digital acquisition for a consumer real estate marketplace through its Series B and C growth stage.

Senior Digital Project Manager | Geometry Global (WPP) | South Korea | June 2017 – September 2018

- Developed YouTube Red's BTS: Burn the Stage campaign, awarded the Golden Dragon for Best Overall Campaign in Asia-Pacific.
- Led digital product launches and campaigns for Google, YouTube, and Porsche, including the Porsche Panamera E-Hybrid market launch in Korea.

Digital Accounts & Team Supervisor | Edelman Korea | South Korea | December 2014 – June 2017

- Led digital accounts and brand communications for Samsung, HP, and Hyundai, including support for the rebrand of Samsung's global newsroom.
- Delivered brand activations and experiential events for Samsung, DSM Nutrition, California Almonds, and OB Brewery, and directed integrated consumer programs for Oakley and AB InBev in Korea and APAC.

EDUCATION

B.S., Journalism & Advertising | University of Oregon

TECHNOLOGY & LANGUAGES

AI & automation: Claude, Claude Code, ChatGPT, GitHub, VS Code, Railway, Higgsfield | **Marketing & analytics:** GA4, Google Ads (incl. Performance Max), Meta Ads, Snowflake, Power BI, HubSpot, Iterable, Shopify | **Project management:** Jira, Confluence, Adobe Workfront | **Creative:** Adobe Creative Suite, Figma, Final Cut | **Languages:** English (native), Korean (proficient)