

# John Bradley

## Marketing Leader

Full-stack B2B/B2C marketing leader who drives exponential growth in consumer tech, SaaS, and healthcare. Able to develop brand and GTM strategies then execute against them. Former journalist and media exec. with deep experience in content and audience engagement.

✉ johnwbradley@gmail.com

📍 Boulder, Colorado

🌐 linkedin.com/in/johnwbradley

📞 505.577.3015

🌐 johnwbradley.com

🐦 twitter.com/johnwbradley

## SKILLS

B2B & B2C marketing

GTM strategy

Lead generation

Brand strategy

Product marketing

Content strategy

Budgeting

Team leadership

Analytics & reporting

SQL

Marketing automation

Creative direction

SEO/SEM/CRM

UX copywriting

## EXPERIENCE

### VP of Marketing

Meru Health

01/2022 - 06/2023

San Mateo, California (remote from Boulder, Colorado)

Ran B2B/B2B2C marketing for a digital health care startup operating in payer, provider, and consumer channels.

- Tripled ARR and increased monthly deal volume by nearly 400%.
- Increased B2C landing page conversion rate by 49% and in-app (paid) conversion rate by 34%.
- Led research to inform product roadmap and brand strategy. Worked with product team to refine UX and overhaul program copy.

### Head of Marketing

Brightside

11/2020 - 12/2021

San Francisco, California (Remote from Boulder, Colorado)

Ran B2B and B2B2C marketing for a fintech startup selling into enterprise channels as an employee benefit.

- Hit six-month lead-generation targets in 60 days and helped directly drive 800% revenue growth in one year.
- Increased user engagement by 15% and reduced attrition by more than a third.
- Led SEO strategy that took company from 2nd page of search results to the top result.

### Head of Brand, Senior Director of Marketing & Content, Advisory Board member

Pivot Inc.

10/2015 - 03/2020

Redwood City, California (remote from Boulder, Colorado)

Launched and ran marketing for a health tech startup selling into payer, provider, and consumer channels.

- Delivered 4x industry average user engagement figures for customer success team.
- Generated leads that accounted for 80% of pipeline.
- Took company from launch to eight-figure ARR.

### SVP, MEDIA & CONTENT

Competitor Group, Inc.

06/2015 - 12/2016

Boulder, Colorado

Ran editorial and business operations for a five-brand media company spanning web, print, and book publishing.

- Returned division to YOY growth for the first time in five years, on an eight-figure P&L.
- Doubled YOY ad bookings and launched programmatic advertising initiative that accounted for 13% of media revenue in its first year.
- Implemented new brand and content strategies that produced YOY traffic growth at all titles.
- Delivered 20% YOY traffic growth, expanded social audiences, and stabilized print subscription numbers after years of decline.

## Consultant

### Self-employed

12/2012 - 06/2015

Boulder, Colorado

Marketing, communications, and creative consultant. Clients included Humana, Giro, Strava, and Unreasonable Group.

## Senior Editor

### WIRED/Condé Nast

10/2010 - 12/2012

San Francisco, California

Led product and consumer-tech team for Wired and wired.com.

- Oversaw eight-person consumer tech team responsible for business reporting, startup coverage, and product reviews.
- Created revenue-generating brand extensions—events, partnerships, brand marketing offerings, and stand-alone issues.
- Represented brand in broader media, with appearances on NPR, CNN, BBC, and others.

## Senior Editor, News Editor, Associate Editor

### Outside Magazine

07/2003 - 10/2010

Santa Fe, New Mexico

Led wellness, product, and science coverage for the leading media brand for adventure sports and outdoor lifestyle.

- As foreign editorial liaison, recruited editorial teams to launch localized versions in Sweden, China, Brazil, and Italy.
- Represented brand in media appearances on CNN, NPR, and NBC.

## EDUCATION

### M.S., Journalism

#### Columbia University

### B.A., English

#### University of Florida

## CERTIFICATES

Hubspot Marketing Software Certification

Demandbase ABM Advanced Certification

Udemy Complete SQL Bootcamp

## LANGUAGES

**English:** Native

**Japanese:** Conversational

**Spanish:** Beginner