

JOHN BRADLEY

Full-stack Marketing for B2B & B2C | Editorial Leadership | Revenue Data & Analytics

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Summary

Full-stack B2B/B2C marketing leader who spent years as a science and tech journalist and media executive. I use data and narratives to help companies tell stories that capture markets and drive growth. Deep experience in editorial strategy, content marketing, AI tools for marketing, audience and business analytics, executive thought leadership, and brand and performance marketing.

Key Achievements

Content-sourced revenue and pipeline

Built and ran content and marketing operation that increased time on site by 87% and conversions by 300%, and accounted for more than 75% of new customers.

Thought Leadership Strategy Impact

Developed thought leadership content that resulted in more than 800% revenue growth within a year.

Data and reporting frameworks

Used SQL, HubSpot, GA4, and Dreamdata to build reporting frameworks, dashboards, and financial models for full lead-gen and revenue cycles across B2B and B2C.

Experience

Limbic AI

London, UK (remote from Boulder, Colorado)

Head of Marketing

02/2024 - 04/2025

Brought in to launch US commercialization of UK-based AI startup and to run global marketing

- Launched marketing and GTM efforts that began generating pipeline less than two weeks after US launch
- Overhauled brand voice and content strategy, resulting in immediate 87% increase in time on site and >300% increase in conversions
- Led onboarding and retention content for new product development (aimed at engaging and retaining mental health patients)
- By end of first year, generated 87% of company pipeline and 75% of new customers, with 27% month-over-month top of funnel growth

Meru Health

San Mateo, California (remote from Boulder, Colorado)

VP of Marketing

01/2022 - 06/2023

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

- Increased B2C landing page conversion rate by 49% and in-app (paid) conversion rate by 34%
- Directed research to inform product roadmap and brand strategy. Collaborated with product team to refine UX and overhauled program copy
- Launched B2B content operations and sales enablement efforts that tripled ARR and increased monthly deal volume by nearly 400%

Brightside

San Francisco, California (remote from Boulder, Colorado)

Head of Marketing

11/2020 - 12/2021

Managed B2B and B2B2C marketing and product content for a fintech startup selling into enterprise channels as an employee benefit

- Established B2C and B2B content and lead-gen efforts that helped directly drive 800% revenue growth in one year
- Increased user engagement by 15% and reduced attrition by more than a third
- Client wins included Comcast, Zappos, and Unum

Pivot, Inc.

California

Head of Brand, Senior Director of Marketing & Content

10/2015 - 03/2020

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

- Created consumer-facing brand and wrote all in-app onboarding/retention content, delivering 4x industry average user engagement
- Built and executed B2B GTM motion, including brand, content strategy, all copy and ad creative, and revops management
- Generated leads that accounted for 80% of pipeline and took company from launch to eight-figure ARR

Competitor Group

Boulder, Colorado

SVP, Media & Content

06/2015 - 12/2016

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

- Achieved division 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

Experience

Self-employed
Consultant

Boulder, Colorado
12/2012 - Present

Marketing, communications, and creative consultant with a primary focus on consumer tech and wellness

- Clients have included Humana, Sony, Strava, Giro, Limbic AI, and Unreasonable Group

Wired
Senior Editor

San Francisco, California
10/2010 - 12/2012

Oversaw product and consumer-tech content team for Wired and wired.com

- Crafted long- and short-form content while managing an eight-person multimedia editorial team
- Represented brand in broader media, with appearances on NPR, CNN, BBC, and others
- First staff editor to work simultaneously for both print and online divisions

Outside Magazine
Senior Editor

Santa Fe, New Mexico
07/2003 - 10/2010

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

- Wrote the most-read wellness feature in Outside history
- Published deeply reported features on everything from wearable tech and particle physics to international travel and celebrity profiles
- Recruited editorial teams to launch localized versions in Sweden, China, Brazil, and Italy

Education

Columbia University
M.S., Journalism

New York, New York

University of Florida
B.A., English

Gainesville, Florida

Skills

GROWTH MARKETING: B2B & B2C marketing · CRO · Product marketing · Sales enablement · Performance marketing · Demand gen · Social media

CONTENT MARKETING: Omnichannel content · Copywriting · Thought leadership content · Audience research · Comms design · Video · SEO

DATA & ANALYTICS: Marketing analytics · HubSpot · GA4 · SQL · Mixpanel · Tableau · Brand sentiment · Revops · Financial modeling

MARTECH MANAGEMENT: CRM (HubSpot & Salesforce) · Apollo · Multiple AI marketing tools · Zoominfo · CMS (WordPress & Webflow) · DAMs

EXECUTIVE LEADERSHIP: Org. design · Team building · Vendor management · Board reporting · Internal comms

BRAND & CREATIVE: Brand marketing · Creative Suite · Creative direction · Figma · Brand guidelines · PR · Event production · Asset management

Training and Certifications

HubSpot Marketing Software Certification

Demandbase ABM Advanced Certification

Udemy Complete SQL Bootcamp

Languages

English Native ●●●●●

Japanese Advanced ●●●●●

Spanish Beginner ●●●●●