



Jeramey Kwan

Life is a journey, filled with experiences at every turn. Professionally, I want to lead teams to success, embracing new tech innovations for efficient workflows, and uphold the highest standards in my deliverables. I firmly believe that teamwork propels us to unparalleled heights. Everyone walks a unique path, but through collaboration, we forge a shared story of achievement and growth into the future.

Experience

Feb, 2023 - Present

Marketing Manager | CapRelo | Sterling, VA

- Played key role in RFIs and RFPs by creating impactful presentations and collateral, instrumental in securing high profile clients, generating more than **\$500,000 in revenue**
- Led the successful campaign launch for new core-flex software resulting in a 23% increase in customer acquisition
- Managed a diverse team, including 2 blog writers, 2 SEO experts, 1 CRM professional, and 1 social media strategist, to successfully execute strategic initiatives
- Developed and implemented a robust blog program, contributing to a 31% increase in web traffic
- Revamped the company website and SEO strategy, resulting in a 47% increase in organic traffic
- Directed company LinkedIn efforts, generating over **2,000 new followers** in 2023
- Oversaw monthly newsletter, leveraging built-in analytics for a 57% increase in open rates
- Implemented eBlast campaigns, garnering insights that led to a rapid 20% increase in customer acquisition within 4 months
- Collaborated with sales to develop a targeted Lunch and Learn webinar for prospect engagement, created a survey for efficient follow-up, resulting in the acquisition of 2 clients since Q3 2023

Aug, 2018 - Feb, 2023

Product Marketing Manager | Eyegaze Inc. | Fairfax, VA

- Spearheaded the product launch and marketing campaign for the Encore and Prime cameras, achieving record-breaking sales in 2022 and 2023, **increasing annual revenue by \$832,000**
- Championed a groundbreaking content marketing campaign, leading to a 66% increase in social media followership, by strategically engaging target audiences and driving brand loyalty
- Guided website redesign, collaborating with IT, web developers, and SEO experts, achieving a 37% boost in lead conversion
- Formulated targeted paid acquisition strategies, reducing customer acquisition costs by 46%
- Cultivated partnerships with key decision leaders that generated over **\$300k in sales revenue**
- Implemented CRM platform, driving a 65% increase in operational efficiency and \$175k in savings
- Secured TEDx speaking opportunity, increasing web traffic by more than 70% in 2019

Aug, 2016 - Aug, 2018

Marketing Manager | Eyegaze Inc. | Fairfax, VA

- Created training videos and documentation, shortening onboarding from 3 days to 3 hours
- Managed social media campaigns, resulting in a 28% increase in social media engagement
- Produced graphics for web and print materials, contributing to overall brand awareness
- Negotiated a \$90,000 technology purchase for driving simulators through collaboration with an auto manufacturer
- Secured a \$75,000 investment from a leading virtual reality company, contributing to a new product launch

Education




December, 2023

Master of Business Administration (MBA) | The College of William and Mary | Williamsburg, VA
GPA: 4.0




December, 2016

Bachelor of Arts (BA) in Communication | George Mason University | Fairfax, VA
GPA: 3.5

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Skills

- Leading cross-functional Teams
- Customer-facing Communication
- Public Speaking
- Data Analytics
- Strategic Planning
- Creative Problem Solving
- Team Collaboration

Software

- Adobe Creative Suite
- Microsoft Dynamics
- WordPress
- ClickUp
- Jasper
- Excel
- PowerPoint