

JONATHAN FRANCIS

Experienced Digital Marketer and B2B Marketing Specialist

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SUMMARY

An experienced digital marketing leader with eight years of expertise in implementing integrated go-to-market strategies for B2B companies. With a sharp focus on customer insights, I'm passionate about exploring how techniques like audience building and jobs-to-be-done contribute to developing robust marketing funnels.

WORK EXPERIENCE

Growth Marketing & Campaign Manager

WSO2 | HQ Santa Clara, CA, USA & Colombo, Sri Lanka | www.wso2.com | February 2021 - Present

Owned the design and implementation of WSO2's go-to-market strategy for the banking and financial vertical.

- Designed and executed demand generation campaigns, collaborating cross-functionally with product marketing, regional marketing, sales, partner, and product teams, resulting in 95% growth in pipeline opportunities in 12 months.
- Developed and implemented a global content marketing strategy, utilising a diverse mix of channels, including content syndication with international publishers, LinkedIn evangelism, influencer engagement, and organic social media, leading to an 81% increase in sales-qualified leads in 12 months.
- Executed region-specific performance marketing campaigns, exceeding the lead target by 66%. Developed a LinkedIn ads campaign flow that reduced cost per lead by 80% through continuous optimizations and iterations.
- Developed Account-Based Marketing (ABM) campaigns, incorporating account scoring, Ideal Customer Profile (ICP) identification, and utilization of intent data.
- Deployed a targeted 1:1 strategic ABM campaign for the EU region, yielding a 33% increase in targeted account visitors.
- Recognized as a top performer in 2022, ranking among the top 4 out of a marketing team consisting of 45+ members.

WSO2 is a global leader in API and identity and access management solutions, handling over 60 trillion transactions and managing 1 billion identities for 800+ companies worldwide. Recently, WSO2 secured \$93 million in Series E funding.

Growth & Digital Marketing Manager

Gapstars | Amsterdam, Netherlands & Colombo, Sri Lanka | www.gapstars.net | October 2018 - January 2021

As Gapstars' inaugural marketing team member, I spearheaded the development and amplification of the Gapstars brand narrative, fueling awareness and generating demand.

- Pioneered the launch of Gapstars as a brand, amplifying its online presence with a content strategy that resulted in 20% revenue growth and recognition as one of the fastest-growing startups in the Netherlands by FD Gazellen.
- Developed the content strategy, including crafting content for social and community channels, resulting in 320% growth in followers and fostering positive engagement. Furthermore, I authored blog posts and produced diverse marketing collateral, encompassing sales enablement documentation, presentations, case studies, newsletters, and landing pages.
- Spearheaded the Developer Community launch, attracting 2.5K+ members in 3 months.

Gapstars is an Amsterdam-based startup that helps innovative tech companies rapidly scale their digital transformation journey with agile software development teams. Gapstars employs 200+ professionals and has established its presence in Colombo, Amsterdam, and Lisbon.

Digital Marketing Manager

KPMG | Amsterdam, Netherlands & Colombo, Sri Lanka | www.kpmg.com | October 2014 - January 2018

Led the firm's go-to-market strategy, bringing leadership to elevate marketing communications, create brand awareness and generate demand.

- Designed and executed an integrated go-to-market marketing strategy, incorporating thought leadership content, event activations, and an organic LinkedIn strategy, driving 7.9% growth in advisory revenue.

- Led the content creation and distribution process to amplify KPMG's brand influence, collaborating with subject matter experts to craft thought leadership content, press releases, blog posts, reports, and sales enablement content.
- Planned and executed a thought leadership marketing program resulting in a 60% increase in new leads and a 75% growth in content downloads.

KPMG is a top-tier global consultancy firm and the fastest-growing among the Big Four accounting firms, with over 1,100 professionals serving 900+ customers.

Marketing Manager • *OnTime Worldwide Logistics, Hong Kong & Colombo, Sri Lanka* • August 2012 - September 2014

Sales & Marketing Executive • *Delmege Freight Service, Colombo, Sri Lanka* • May 2010 - July 2012

Business Development Executive • *Eureka Technology Partner, Colombo, Sri Lanka* • October 2008 - April 2009

EDUCATION

Professional Diploma in Digital Marketing • *Asia Pacific Institute of Digital Marketing* • 2019

Postgraduate Diploma in Professional Marketing • *Associate Member of the Chartered Institute of Marketing (UK)* • 2015

CERTIFICATIONS

LinkedIn Marketing Strategy (LinkedIn 2021-2023) • Account-Based Marketing (CXL 2022) • Content Strategy and SEO for Lead Generation (CXL 2022) • Project Management for Marketers (CXL 2022) • Landing Page Optimization (CXL 2023) • Email Marketing (CXL 2022) • Content Marketing Research (CXL 2022) • Inbound Marketing Certified (Hubspot 2021 - 2023) • Conversational Marketing (DRIFT 2021 - 2022)

STRENGTHS

Campaign management • Worked cross-functionally with sales and product teams to design and execute marketing initiatives which helped increase sales-qualified leads by 81%.

Audience and customer research • Crafted a customer-centric content strategy by conducting thorough buyer persona analysis, mapping the buyer journey, performing audience research utilizing tools like Sparktoro and Buzzsumo, and conducting comprehensive keyword and topic research with the assistance of Ahrefs.

Creative • Built a startup's online employer brand presence from scratch utilizing creative storytelling techniques, resulting in becoming an employer of choice, 221% headcount growth, and Top 100 Workplace recognition in Asia.

SKILLS

Strategic and analytical thinking • Marketing research • Buyer persona and buyer journey analysis • Google Analytics • Keyword research and SEO optimization • Demand generation • Inbound lead generation • Content & copywriting • Conversion rate optimization • Project management • Content marketing • Email marketing • Product messaging & positioning • Social media marketing • LinkedIn advertising • Account-based marketing

MARKETING TOOLS

LinkedIn campaign manager • Demandbase • Drift • Google Analytics • Google Tag Manager • Google Ads • Salesforce • Pardot • Ahrefs • Hotjar • Mailchimp • Buffer • Hubspot • SparkToro • Buzzsumo • Miro • Asana • Notion • MailerLite • Figma