

JARETT TANNER

Senior Marketing & Sales Leader | GTM Strategy, CRM & Revenue Systems | Ex-Purple (\$0 to \$94M Scale)

Salt Lake City / Provo, UT • 801.310.7172 • tanner.jarett@gmail.com • linkedin.com/in/jarett-n-tanner

PROFESSIONAL SUMMARY

Senior sales and marketing leader with a proven record of scaling revenue engines from \$0 to \$94M+ and building the systems — CRM, marketing operations, and AI-driven workflows — that let organizations grow predictably. Experienced founding departments from scratch, leading cross-functional teams of 100+, and modernizing legacy processes. A firm believer in the power of a happy team.

CORE SKILLS

GTM Strategy & Revenue Ops: Sales & Marketing Alignment, Sales Process Design, Customer Journey Mapping, Funnel & Attribution Modeling, Contract & Channel Management

CRM & Systems: Salesforce, HubSpot, Zendesk, CRM Architecture & Workflow Automation, Data Analytics, KPI/ROI/VOI Modeling

Marketing & Brand: Brand & Business Strategy, Digital Marketing, Multichannel Marketing, Social Media & Community Management, UX & Consumer Sentiment Evaluation, PR

Leadership & Emerging Tech: Team Building & Management, Customer Retention Strategy, AI/LLM Tool Integration (Claude, Ollama), Process Automation

PROFESSIONAL EXPERIENCE

IT Systems & Infrastructure Consultant (Contract) | PMI Reliant

May 2026 – Present

- Engaged to build IT and operational infrastructure from the ground up for a property management company overseeing nine properties, reporting directly to ownership.
- Own Google Workspace administration end-to-end; lead infrastructure planning, systems gap analysis, documentation, and vendor evaluation.
- Deployed a private local LLM (Ollama) with a custom knowledge base and built an AI voice assistant for automated call handling; trained staff organization-wide on AI tool adoption (Claude).

Owner & Freelance Marketing Consultant | Independent / Advisory Services

March 2024 – May 2026

- Delivered strategy consulting to boutique, early-stage startups and B2B channel partners, including market research, brand development, competitive analysis, and growth planning.
- Achieved over 400% client growth by implementing modern SaaS solutions and structuring B2B channel partnerships.

Director of Marketing, Sales | Moxie Pest Control, Corporate Support (MPC, LLC)

May 2023 – March 2024

- Founded a new department and modernized corporate marketing processes within a sales environment, operating as sole regional corporate leadership.
- Directed contract management and channel partnership strategy, negotiating favorable pricing and terms; converted technical data into strategic recommendations for C-level executives, improving operational efficiency by roughly 50%.
- Onboarded a team of 12 senior contributors within four months; cultivated a department culture with a 90th-percentile satisfaction rate.
- Revamped collateral design, cutting content consumption/retention time from ~15 minutes to under 5, and drove a 600% increase in social media engagement; streamlined content production from 1–3 hours to 15–45 minutes per piece, completing 150+ projects in 10 months.
- Launched a new content management system consolidating 100+ TB of data and improving equipment management, yielding an estimated 80% cost savings.
- Spearheaded collateral creation for a high-profile US Senate campaign, delivering 50+ marketing materials that increased constituent engagement 40% ahead of election day.
- Led recruiting strategy driving double-digit headcount growth in the first 10 months; launched a 15-member influencer marketing program.

Integrated Marketing Manager & Product Leader | Purple Innovation, LLC

December 2019 – March 2023

- Established sales and service operations that scaled company revenue 78-fold — from \$0 (2017) to ~\$1.2M (2018) to \$94M (2021) — while supporting global growth to a \$2B peak market cap.
- Designed lean operational models that drove operating expense down to \$0.03 per dollar.
- Engineered advanced attribution and analytics models with data teams to accurately attribute hundreds of millions of dollars in multichannel sales.
- Trained sales staff on optimized CRM workflows (Salesforce/HubSpot), achieving a peak close rate over 30% and a 4.9/5 NPS/CSAT score.
- Directed UX enhancements that unlocked 80% of current/future digital sales growth; managed high-profile accounts and government/enterprise B2B contracts securing millions in new pipeline revenue, increasing client retention by 80%.
- Scaled the operations and sales department to 100+ team members, leading hiring, onboarding, and continuous leadership training.

Product Manager & Team Leader — Service Recovery, Sales, Payments & Financing | Purple Innovation, LLC

September 2017 – July 2020

- Established the service and sales department from scratch and pioneered primary channel strategy and business development.
- Onboarded 70 new staff members and led all employee training and development, collaborating with HR on recruitment.

EDUCATION

Bachelor of Science in Marketing

Utah State University, Jon M. Huntsman School of Business

Magna Cum Laude • Dean's List • Huntsman Scholar