

Jordan Mercer

Fractional CMO

Versatile marketing leader driving growth for diverse client portfolios

Fractional chief marketing officer with over 15 years of experience leading go-to-market strategies and scaling operations for startups and mid-sized businesses. Proven track record of transforming stagnant brands into high-growth companies by building performance-focused marketing infrastructures and launching targeted digital campaigns.



KEY SKILLS

- Brand strategy
- CRM implementation
- Content strategy
- Demand generation
- Fractional leadership
- Growth marketing
- Marketing analytics
- Paid media
- SaaS marketing
- Stakeholder alignment



EDUCATION

Master of Business Administration (MBA), Marketing | University of Texas at Austin, McCombs School of Business, Austin, TX
May 2012



PROFESSIONAL EXPERIENCE

Fractional CMO

Ignite Strategy Group, Remote | April 2021 – Present

- Developed full-funnel strategies for 12+ clients, resulting in an average 42% lift in qualified leads
- Led CRM migrations and marketing tech stack builds to streamline operations for B2B SaaS companies
- Built remote marketing teams and onboarded fractional directors to scale campaign output and analytics

VP of Marketing

Lunotech, Austin, TX | May 2015 – March 2021

- Increased brand awareness by 88% in two years by launching multi-channel campaigns and improving SEO
- Led rebrand initiative and internal marketing team restructure to align with company's new product roadmap
- Introduced account-based marketing (ABM) practices to drive pipeline for enterprise customers