

Jesse Martin

Director of Partner Marketing

Director of Partner Marketing with 10 years of experience developing co-marketing campaigns, sales enablement content, and partner onboarding programs. Skilled in building scalable partner ecosystems that drive mutual revenue growth.



PERSONAL INFORMATION

 (000) 000-0000

 jesse.martin@email.com

 LinkedIn

 Raleigh, NC

PROFESSIONAL EXPERIENCE

July 2017 - Present

Director of Partner Marketing, ApexWave Solutions, Raleigh, NC

- Launched partner portal and onboarding flows, reducing ramp time by 36% and boosting program participation by 41%
- Created co-branded campaign kits that generated \$6.2M in joint revenue in FY23
- Developed certification and tiering strategy to incentivize engagement

August 2013 - June 2017

Channel Marketing Manager, Verto Systems, Raleigh, NC

- Partnered with 20+ resellers to execute email and webinar campaigns, resulting in 22% YoY revenue growth
- Created enablement playbooks and sales battlecards for channel reps
- Analyzed program data to refine the tiering model and funding allocation

EDUCATION

Bachelor of Science (B.S.) in Marketing and Channel Management | 2013

North Carolina State University | Raleigh, NC

CERTIFICATIONS

- Channel Marketing Certification, CompTIA | 2022
- Partner Program Design Certificate, OnPartner | 2021