

# JACKSON COUCH

Jackwcouch6@gmail.com | (404) 889-3509 | Atlanta, GA | jacksoncouch.com

---

## WORK EXPERIENCE

---

### Inside Sales & Marketing Automation Specialist

Nov. 2025 – Present

Chemence | Alpharetta, GA

- Architected a custom HubSpot environment from scratch for a complex healthcare sales organization, including 4 custom objects, automated lead scoring, and executive reporting dashboards.
- Designed and implemented a system processing 250,000+ individual CRM objects weekly, creating real-time pipeline visibility where none previously existed.
- Connected multiple third-party data sources into a unified HubSpot architecture, giving sales leadership a single source of truth for the first time.
- Segmented accounts by clinical specialty, region, and GPO/IDN affiliation (Vizient, Premier, HealthTrust) to improve targeting accuracy across the national sales force.
- Drive inbound and outbound lead outreach to qualify opportunities and support clinical in-services across hospitals, surgery centers, and health systems.

### Account Coordinator

Mar. 2025 – Oct. 2025

LeadCoverage | Atlanta, GA

- Executed multi-channel demand generation campaigns for \$50M–\$100M annual revenue clients in the Trucking, Transportation & Logistics sector.
- Contributed to campaigns directly linked to \$2M+ in influenced revenue with measurable improvements in pipeline velocity.
- Managed campaign execution across HubSpot, RollWorks, and Sixth Sense, optimizing targeting and conversion tracking.
- Coordinated across PR, creative, and paid media teams to align messaging and repurpose earned media at scale.

### Marketing & Campaign Coordinator

Aug. 2023 – Mar. 2025

DEEL Media | Alpharetta, GA

- Increased brand visibility 125% through organic multimedia campaigns executed within tight budget constraints.
  - Built a full HubSpot CRM from scratch, improving lead conversion rates 40% through lead scoring, automated workflows, and segmented contact strategies.
  - Reduced client onboarding time 35% through targeted sales outreach and structured onboarding process design.
  - Planned and executed trade shows generating qualified leads and reinforcing brand identity with key accounts.
- 

## EDUCATION

---

### University of Mississippi

May 2023

Bachelor of Science, Integrated Marketing Communications | Oxford, MS

---

## CERTIFICATIONS, SKILLS & INTERESTS

---

- Certifications:** HubSpot Content Marketing, Data-Driven Marketing, HubSpot Email Marketing, LinkedIn Certified Marketing Insider
- Technologies:** HubSpot, RollWorks, 6sense, SalesIntel, Clay, Asana, LinkedIn Ads, Programmatic DSPs, Adobe Creative Suite, Canva, Claude AI, LLMs
- Skills:** Revenue Operations, CRM Architecture & Automation, HubSpot Systems Architecture, Demand Generation & Campaign Execution, Account-Based Marketing, Marketing Automation, Data-Driven Analysis, Workflow Development, REST API Integration, Email Marketing & Copywriting, Programmatic & Paid Media Coordination, Landing Page Development, Cross-Functional Collaboration
- Interests:** Weightlifting, College Football (Ole Miss), Fantasy Books, Golf, Football Card Collecting