



JARROD WRIGHT

CREATIVE MARKETING LEADER
WITH A TRACK RECORD OF GROWTH

Marketing is uniquely meritocratic. It rewards creativity, intelligence and vision. But marketing is not an island. Without alignment and support, even the most talented teams fail.

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THE SHORT VERSION

- 2003-2015** **Subtle Network Design & Marketing** Founder
I turned a side hustle selling business cards door to door into a full-service agency with six employees and nearly half a million in annual billings. We delivered print, graphic design, web design, copywriting, content, social, direct mail, paid media and SEO. One of our clients was Chargebacks911.
- 2015-NOW** **Chargebacks911** SVP, Marketing & Revenue Operations
I ran marketing for a small fintech startup and helped build it into the most recognized brand in the chargeback industry, growing from under \$5M to more than \$80M in annual revenue. I owned the content strategy, the events program and the marketing team behind much of that growth, then expanded into product marketing and sales development.

THE LONG VERSION

SUBTLE NETWORK DESIGN & MARKETING

- 2003** **Print Broker** (~\$60K Gross Revenue)
I started Subtle Network after a college internship at a local printer failed to turn into a job. I took what I had learned about the printing business and sold brochures and business cards door to door. I taught myself sales, invoicing and accounting, and earned just enough most months to keep going.
- 2006** **+ Graphic Designer** (~\$100K Gross Revenue)
After a few years working from a desk in my bedroom, I moved into a small office behind a print shop. I had a handful of regular clients, a website and a tiny ad budget to experiment with. My design work had improved enough to become the main selling point.
- 2009** **+ Web Designer** (~\$150K Gross Revenue)
When clients started asking for websites, I taught myself Dreamweaver and later WordPress. Web quickly became the largest part of the business, and recurring hosting revenue gave me the stability to take a bigger office and hire my first full-time employee.
- 2012** **+ Digital Marketer** (~\$250K Gross Revenue)
Hiring a designer freed me up to learn. Web projects led to questions about SEO, copywriting and social, so I taught myself all three. Marketing rewards effort and curiosity more than credentials, and I devoured everything I could find.
- 2014** **+ Full Agency** (~\$450K Gross Revenue)
In its final year, Subtle Network had six full-time employees: a print designer, a web designer, two writers, an admin and me. We billed nearly half a million dollars and delivered seven-figure results for multiple clients. One of them was Chargebacks911.

CAPABILITIES

Strategy

Go-to-market
Product marketing
Inbound & ABM
Sales enablement
Budgeting & forecasting

Demand

Content & SEO
Answer Engine Optimization (AEO)
Paid media
Social
Events & webinars
Email

Creative

Creative direction
Brand & print design
UI/UX & web
Video & audio
Copywriting

Operations

HubSpot CRM & automation
Analytics & reporting
Team building
Project management
AI & productivity

THE LONG VERSION CONT...

CHARGEBACKS911

- 2013

Marketing Agency (~\$2M* Gross Revenue)

Monica and Gary Cardone hired Subtle Network in the early days of Chargebacks911. We built their first marketing collateral and ran a small SEO and content program: blogs, links and the foundations of the brand.
- 2015

Marketing Director (~\$5M* Gross Revenue)

I came in-house to run marketing and brought a writer and a designer with me. Focusing on one company instead of thirty was a relief. I managed a team of four and grew site traffic 10X in three years. It was my first taste of marketing leadership inside a larger organization, so I spent that time learning how to manage the sales relationship, run events and build real budgeting and reporting processes.
- 2017

+HubSpot (~\$20M* Gross Revenue)

Bringing HubSpot into the stack changed how we handled inbound. One source of truth meant cleaner lead assignment and real accountability between marketing and sales. I wrote the SLAs and built the process for identifying and routing our most qualified leads. I also started hosting webinars, and our list became our most valuable asset.
- 2020

VP Marketing (~\$40M* Gross Revenue)

Chargebacks911 was now a recognized leader in the category. Our content ranked at the top of search for the most valuable keywords and the site attracted more than a million organic visitors a year. Our first annual Chargeback Field Report established us as the authoritative voice on chargebacks and friendly fraud. I did this with eight full-time employees and no agency support.
- 2023

SVP Product Marketing (~\$60M* Gross Revenue)

I moved over to build a product marketing function that could close the gap between product, marketing and sales. I brought my creative director and senior front-end developer and we established cleaner processes around UI/UX and front-end implementation. We shipped several new tools, and that team still owns the product experience across our key solutions.
- 2025

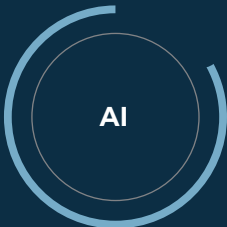
SVP Marketing & Revenue Operations (~\$80M* Gross Revenue)

My focus shifted to building a durable bridge between marketing and sales. I hired, trained and managed a pair of SDRs to work inbound leads and prospect new accounts. The inbound lead-to-meeting rate doubled. Our outbound ABM program combined AI automation with personalized messaging, custom video and physical mail aimed at high-value prospects, and we closed business from cold outreach for the first time in company history.

* Revenue numbers are projections based on my knowledge of growth and publicly available projections. They are not exact or based on proprietary information.

KEY HIGHLIGHTS

- 10X organic traffic in three years; 1M+ annual organic visitors
- Achieved results with a small team and no agency support
- Created the Chargeback Field Report, and Cardholder's Dispute Index, two industry benchmark annual reports
- Doubled meeting rate from inbound leads and implemented a successful AI-assisted ABM program
- Built the content, webinar, and email engine that became the company's most valuable asset
- Created award winning booths at industry trade shows
- Early adopter of AI in marketing, with human-led creativity and voice



References from past employees, colleagues and clients available upon request