

JARED CONGER

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PROFILE

Demand generation and growth marketing leader specializing in HubSpot automation, lifecycle campaigns, ABM, and webinar-led pipeline programs. Proven track record driving measurable revenue in enterprise B2B environments — including Optum / UnitedHealth Group — marketing SaaS-adjacent platforms to HR, benefits, and operations buyers. Early career highlights include building the first-ever digital and social media strategy for the Utah Jazz.

EXPERIENCE

Marketing & Digital Marketing Contractor | **Langan Communications** | 2022 – Present

- Lead digital strategy for a consulting firm focused on strategic communications, crisis communications, and public affairs
- Oversee growth marketing strategy, HubSpot onboarding, marketing automation, and full-funnel campaign management for multiple clients
- Build and optimize HubSpot workflows, nurture sequences, and lead scoring models aligned to client sales cycles
- Direct promotion strategy and digital campaign execution for high-profile events and public affairs initiatives

Media Director | **The Summit Group** | 2021 – 2022

- Directed integrated marketing strategy across all client accounts, with focus on campaign performance and UX-driven web decisions
- Created high-level marketing strategies to increase overall client ROI across digital, paid, and traditional media
- Led team of 4 media buyers, overseeing all media planning and budget management

Senior Digital Marketing Manager → Director, Digital Campaigns | **Optum** | 2016 – 2021

- Promoted from Senior Manager to Director, leading a team of 4 digital campaign managers across enterprise B2B divisions including Employers, Payers, Federal Government, and OptumCare
- Built and managed demand generation programs for SaaS-adjacent healthcare platforms, driving a 35% lift in MQLs through multi-touch nurture campaigns in Eloqua and ON24
- Designed engagement scoring models that identified high-intent leads, resulting in a 24% lift in meeting bookings and \$1.3M in influenced pipeline
- Launched webinar series as primary mid-funnel conversion engine — evolving from broad-invite format to exclusive live Q&A sessions — generating 3 net-new deals within a single quarter
- Partnered with sales leadership across 6+ divisions to align campaign sequencing, lead handoff criteria, and territory-level follow-up cadence
- Developed campaign and solution landing pages; managed high-profile email campaigns including nurture tracks, newsletters, and event promotion for the Large Employer business unit

Interactive Marketing Manager → Marketing Director | **Miller Sports Properties** | 2012 – 2016

- Promoted from Manager to Director within two years, leading integrated marketing across KJZZ, The Zone Sports Network, and Megaplex Theatres

- Grew combined social media following 400% by recrafting brand voice and building platform-native content strategies across all properties
- Developed and executed omnichannel growth strategies spanning digital, social, web, and traditional media for regional broadcast and entertainment brands
- Managed online advertising strategy across multiple web properties, overseeing digital work orders, promotional materials, and content calendars

Digital Marketing Manager | **Love Communications** | *2011 – 2012*

- Developed and managed digital marketing strategies for clients including Ski Utah, Utah's Office of Tourism, and Utah Health Departments
- Implemented social media strategies, online marketing programs, media buys, and SEM account audits across multiple client verticals

EARLIER CAREER

Internet Marketing Coordinator | **Utah Jazz & Salt Lake Bees, Miller Sports Properties**

Built the first-ever social media and digital content marketing strategy for the Utah Jazz and Salt Lake Bees — managing digital fan engagement, video content, and news production at scale.

CORE SKILLS & TOOLS

- Demand Generation & Lifecycle Marketing: HubSpot, Eloqua, Marketo, ON24
- Campaign Strategy: ABM, email nurture, webinar programs, paid search, paid social, SEO-driven funnels
- Analytics & Optimization: Google Analytics, Tableau, A/B testing, lead scoring models, funnel analysis
- Sales Alignment: MQL/SQL definition, lead routing, rep enablement, SLA development, pipeline reporting
- Content & Creative: Adobe Creative Suite, Canva, web content management (WordPress, AEM)
- Project Management: Workfront, Salesforce, cross-functional stakeholder management
- B2B & B2C experience: SaaS-adjacent platforms, healthcare, media, sports, tourism, public affairs