

# ROBERT JAMETT



## Digital Marketing Expert

### EDUCATION

2010-2015  
WESTERN CONNECTICUT STATE UNIVERSITY  
B.B.A. Marketing  
Danbury, CT - U.S.A.

### SUMMARY

Are you looking for a versatile, data-driven marketer with a proven track record? With over 12 years of experience—including 4 years in Web3 and NFTs—I've led successful campaigns across various industries, blending strategic insight with creative execution to deliver impactful results.

I specialize in paid and organic social media, content creation, email marketing, SEO, SEM, and more, with hands-on experience in platforms like Meta, Google Ads, Google Analytics, Hootsuite, and Mailchimp. I've also worked on marketing automation and event marketing, growing online communities by tens of thousands, doubling email lists, and scaling social followings significantly.

Leading teams that have grown user engagement and customer acquisition, I have successfully generated over \$40 million in sales, hitting goals on time and within budget.

### MARKETING

- Research / Strategy
- Paid Media / Search
- Email / SMS
- Social Media
- Content / SEO
- CRM

### CONTACT

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### EXPERIENCE

#### GameOn Entertainment Technologies

December 2023 - Present  
Director of Marketing

Leading GameOn's marketing efforts as the Director of Marketing, I am responsible for driving awareness, building communities, and increasing revenue for this next-gen fantasy sports gaming company. My role encompasses strategy, project management, and execution across content creation, social media management, email marketing, growth hacking, public relations, influencer marketing, and event marketing.

By leveraging partnerships and innovative marketing tactics, I have played a pivotal role in GameOn's expansion. Managing a team of five, I lead the strategic planning and execution of various marketing campaigns, fostering key partnerships with Arbitrum, OpenSea, LALIGA, PFL, Karate Combat, Kucoin, MEXC, and Gate.io. Additionally, I have collaborated with major Web3 influencers to amplify GameOn's presence in the digital space.

- Increased Revenue by 328% YoY: Contributed to GameOn's record revenue of \$3.6M for H1 2024.
- Grew our email list by 100% within six months.

Spearheaded the \$GAME token launch, achieving a 7x increase on launch day and generating over \$6M in volume.

- Expanded GameOn's X following from 30K to 170K and Discord from 20K to 35K+.



## Forj, PolkaPets, Metaprints (Animoca Brands)

October 2021 - December 2023

### Marketing Manager

Hired as Marketing Manager for Forj and PolkaPet World, both subsidiaries of Animoca Brands, I helped drive awareness, build communities, and increase revenue across various cutting-edge projects.

By December 2021, I played a key role in launching Metaprints, growing its Twitter following from 0 to nearly 40k during my time with the company. My role expanded to oversee daily management and strategy for all three brands, leading a team of six and handling content creation, social media management, email marketing, partner marketing, influencer marketing, paid media, press releases, SEO, event marketing, and community activities.

Key activations included the \$PETS token launch for PolkaPet World, the Metaprints Genesis NFT collection, which netted nearly \$6M, and the launch of our 'Monkeying Around' experience in The Sandbox. I also managed partnerships with major players like Animoca Brands, Polygon, Phala, MANTRA, Kucoin, and Bandsintown, honing my skills in project management and business development.

- Became an integral driver behind \$10+ million dollars in digital asset sales.
- Increased both our Forj and PolkaPet Twitter following from 40k to over 60k, and 0 to 40k with Metaprints.
- Grew our email lists by over 300% in a one year period.
- Helped foster and develop relationships with several blue-chip projects.

## Industrial Clicks / Connecticut (Remote)

March 2019 - October 2021

### Senior Account Manager

As a Senior Account Manager at Industrial Clicks, a lead generation agency, I spearheaded marketing strategies for a diverse range of regional and national clients in the residential and commercial services sectors, as well as other specialty businesses like private schools.

My focus was on SEM and paid social media across major platforms like Google and Meta, managing 15-20 accounts monthly. This included conducting research, creating campaigns, writing copy, and handling comprehensive media management for budgets exceeding \$100k per month.

Through targeted optimizations, I was able to boost client leads by an average of 25% while reducing cost per acquisition by 20%. Overall, I managed total ad spend ranging from \$500k to over \$1M per month across these accounts, consistently delivering results through tailored strategies and data-driven decision-making.

- Boosted client leads by an average of 25% and reduced CPA by 20% through targeted campaign optimizations.
- Managed a total ad spend of \$500k - \$1M+/month across accounts.

## Shaker Automotive Group / Watertown, CT

January 2018 - April 2019

### Marketing Associate

Joined Shaker Auto Group, a dynamic family-owned enterprise with seven dealerships, as a Marketing Associate and played a pivotal role in orchestrating marketing strategies across the network. Collaborating closely with management and advertising agencies, I helped design and execute marketing plans for each dealership, ensuring alignment with their unique market positioning and objectives.

Assignments included monthly budgeting and reporting on more than \$200k worth of marketing spend, assisting in social media management, SEM, content creation, website optimization and merchandising.

- New England Regional Sales Award 18': Shaker Hyundai
- Assisted in Mazda USA: Boston Pilot Q4-18' & Q1-19' with North Shore & Wellesley Mazda

## Basis Covered Media / Norwalk, CT

July 2015 - January 2018

### Senior Performance Marketing Manager

Started at Basis as a Performance Marketer, focusing on creating and managing digital marketing campaigns to drive traffic and sales for affiliate offers in the beauty, health, and financial services industries. My responsibilities included conducting market research, analyzing competitive advertisements, and developing landing pages and funnels to optimize conversions. I managed media buying across networks such as Facebook, Taboola, Outbrain, and Yahoo Gemini, continually refining campaigns through testing, budgeting, and detailed performance analysis.

In July 2016, I was promoted to Senior Performance Marketing Manager, where I maintained my hands-on role while also managing a small team. I led strategy development and campaign execution across the same networks, guiding my team in creating and optimizing campaigns. Through continuous reporting, analysis, and A/B testing, I ensured that both my campaigns and those managed by my team consistently met or exceeded performance targets. During my time at Basis, my team and I generated over \$10M in digital sales.

- Winner of top tier sales award three months in a row (May, June & July of 2017).
- Awarded trips to both Las Vegas & The Bahamas for surpassing sales projections.

## SKILLS & TOOLS

- Google Ads: Fundamentals, Search & Display Certifications, and experience with Trends.
- Proficiency in Hootsuite, Brandwatch, Klaviyo, DotDigital, Shopify, Figma, Asana, ClickUp, Shopify, ChapGPT, Canva, Pitch, and WordPress.
- Over five years of experience with multiple media networks including Meta, Taboola, Yahoo, and more.

## P.R. EXAMPLES

- [finance.yahoo.com/news/gameon-live-fantasy-set-launch-120000042.html](https://finance.yahoo.com/news/gameon-live-fantasy-set-launch-120000042.html)
- [Cointelegraph.com/press-releases/bondly-announces-ino-for-new-metaverse-project-metaprints](https://cointelegraph.com/press-releases/bondly-announces-ino-for-new-metaverse-project-metaprints)
- [Cointelegraph.com/press-releases/exclusive-brand-experiences-offered-in-the-sandbox-with-metaprints-social-hubs](https://cointelegraph.com/press-releases/exclusive-brand-experiences-offered-in-the-sandbox-with-metaprints-social-hubs)
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- [markets.businessinsider.com/news/stocks/from-print-on-demand-to-mint-on-demand-creator-commerce-platform-spring-debuts-its-nft-creation-program-for-8-5m-creators-1031191250](https://markets.businessinsider.com/news/stocks/from-print-on-demand-to-mint-on-demand-creator-commerce-platform-spring-debuts-its-nft-creation-program-for-8-5m-creators-1031191250)
- [finance.yahoo.com/news/bondly-mint-demand-platform-urges-171840872.html](https://finance.yahoo.com/news/bondly-mint-demand-platform-urges-171840872.html)