

ROBERT JAMETT

Digital Marketing Expert



EDUCATION

2010-2015

WESTERN CONNECTICUT STATE UNIVERSITY

B.B.A. Marketing

Danbury, CT - U.S.A.



SUMMARY

With over 12 years of experience, including 4 years in Web3 and NFTs, I've led successful digital marketing campaigns across various industries, blending strategic insight with creative execution to deliver impactful results.

I specialize in both paid and organic growth and retention via integrated campaigns in paid media (social and SEM), content creation, email marketing, SEO, and more, with hands-on experience in platforms like Meta, Google Ads, Google Analytics, Hootsuite, and Mailchimp. I've also worked in community growth, marketing automation, event marketing, and public relations.

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.



EXPERIENCE

Rubicon Finance

January 2025 - Present

Director of Marketing

Joined Rubicon, a DEX and aggregator, to head the protocol's business growth engine, as well sophisticated traders and DeFi newcomers.

In this role I architect the full go-to-market motion; defining positioning, building acquisition funnels, and translating on-chain data into clear, trader-friendly storytelling. My remit spans content strategy, social and community management, a big focus on business-development outreach, lifecycle emails, and some paid acquisition.

Working closely with product and engineering, I help shape our branding and narratives that align every campaign with liquidity-growth and TVL targets.

- Social growth: In a very short timeframe, boosted X impressions 7x, engagements 5x, and reposts 8x, all while sustaining a 5%+ engagement rate.
- Partnership & BD impact: Achieved a 14% outreach response rate and secured 20+ co-marketing/liquidity deals, widening Rubicon's ecosystem reach and priming future TVL growth.



MARKETING

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



CONTACT



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20 Valley Road, Danbury, CT - U.S.A.

GameOn Entertainment Technologies

January 2024 - December 2024

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 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.

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 Google Analytics, Mixpanel, Hotjar, SEMrush, AppTweak, 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
- [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)
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