



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 driving growth and retention for digital-first companies, I've led successful marketing campaigns across DTC brands, automotive, gaming, home services, SaaS, Web3, and fintech. These roles blended strategic insight with creative execution to deliver measurable results.

My background spans integrated, full-lifecycle marketing, from product launches and demand generation to customer engagement, retention, and partnerships. I enjoy turning strategy into execution, working across teams to bring products to market and drive measurable growth. Hands-on experience with platforms like Meta, Google Ads, Google Analytics, HubSpot, Braze, and Mailchimp, and regularly use AI tools to speed up research, content development, and marketing operations.

I've consistently led teams that grow user engagement and customer acquisition, generating over \$40 million in sales while hitting goals on time and within budget.

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MARKETING SKILLS

- Paid Media / SEM
- Email / SMS
- Social Media
- Content / SEO
- Product Marketing
- Lifecycle Marketing
- Co-Marketing
- Influencers / Affiliates



EXPERIENCE

Tradier Brokerage Inc.

- Marketing Manager
October 2025 - Present

As Marketing Manager at Tradier Brokerage, I lead integrated marketing initiatives across brokerage and futures products, spanning product marketing, partner marketing, paid media, lifecycle marketing, email, content, and events. I work cross-functionally with product, business development, and external partners to plan and execute campaigns that drive awareness, customer acquisition, engagement, and product adoption.

Through strategic co-marketing initiatives with partners including Stocktwits, CME Group, Cboe, Forbes, and USA Pickleball, I've helped expand Tradier's reach while supporting the continued growth of its brokerage and futures offerings.

- Contributed to growing assets under management from approximately \$700M to more than \$800M (15%+ growth).
- Increased customer activity and product engagement by nearly 10% between Q4 '25 - Q2 '26.



GameOn Entertainment Technologies

Director of Marketing

January 2024 - October 2025

As Director of Marketing at GameOn, an Arbitrum-powered next-gen fantasy sports platform, I lead brand awareness, user growth, and revenue expansion across content, social, email, lifecycle, partnerships, PR, influencer strategy, and event marketing. My role spans end-to-end strategy, project management, and hands-on execution.

Through high-impact campaigns and major league partnerships, I've driven GameOn's growth while managing a team of five. I spearhead co-marketing and GTM efforts with Arbitrum, OpenSea, LALIGA, PFL, Karate Combat, KuCoin, MEXC, and Gate.io, and collaborate with leading Web3 creators to amplify reach and engagement.

- Delivered a 328% YoY revenue increase, driving \$3.6M in H1 2024, while doubling the email list and leading the \$GAME token launch to a 7x day-one surge and \$6M+ in volume.
- Grew GameOn's X presence from 30K to 170K and scaled Discord from 20K to 35K+, establishing a strong, engaged community around the product ecosystem.

Forj, PolkaPets, Metaprints (Animoca Brands)

Marketing Manager

October 2021 - December 2023

Hired as Marketing Manager for Forj and PolkaPet World, subsidiaries of Animoca Brands, I helped drive awareness, product adoption, community growth, and revenue across multiple Web3 initiatives.

By late 2021, I played a key role in launching Metaprints, scaling its Twitter presence from 0 to nearly 40K. My role quickly expanded to overseeing strategy and daily execution for all three brands, leading a six-person team and managing content, social, email, retention programs, partner marketing, influencers, paid media, SEO, PR, community initiatives, and product-aligned GTM campaigns.

Major activations included the \$PETS token launch, the Metaprints Genesis NFT collection generating nearly \$6M, and the 'Monkeying Around' experience in The Sandbox. I also managed partnerships with Animoca Brands, Polygon, Phala, MANTRA, KuCoin, and Bandsintown, strengthening cross-project collaboration and BD pipelines.

- Drove \$10M+ in digital asset sales while expanding the email ecosystem by 300% YoY and leading multiple GTM cycles across products and token drops.
- Grew Forj and PolkaPet X communities from 40K to 60K+ and scaled Metaprints from 0 to 40K, establishing strong, engaged brand audiences across all three properties.

Industrial Clicks / Connecticut (Remote)

Senior Account Manager

March 2019 - October 2021

As a Senior Account Manager at Industrial Clicks, a lead-generation agency, I led marketing strategy for regional and national clients across residential/commercial services and niche industries like private schools.

I focused on SEM, paid social, product-aligned campaigns, and lifecycle-driven funnels across Google and Meta, managing 15-20 accounts each month. My work spanned market research, campaign architecture, copywriting, performance optimization, and full-funnel media management for budgets exceeding \$100K per month.

By applying data-driven targeting and continuous testing, I consistently improved acquisition performance and delivered measurable growth for clients.

- Improved lead volume by an average of 25% while reducing CPA by 20%, managing \$500K-\$1M+ in monthly ad spend across my portfolio.

Shaker Automotive Group / Watertown, CT

Marketing Associate

January 2018 - April 2019

Joined Shaker Auto Group, a seven-dealership, family-owned network, as a Marketing Associate, supporting full-funnel marketing strategy across multiple automotive brands. Working closely with management and agency partners, I helped craft and execute dealership-specific marketing plans aligned to product positioning, customer segments, and sales goals.

My responsibilities included monthly budgeting and performance reporting on \$200K+ in marketing spend, as well as supporting SEM, social, content creation, CRM, website optimization, merchandising, and retention-focused initiatives that strengthened repeat service and sales cycles.

- 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

Senior Performance Marketing Manager

July 2015 - January 2018

Joined Basis as a Performance Marketer, creating and managing high-volume digital campaigns to drive traffic, conversions, and sales for affiliate offers in beauty, health, and financial services. I conducted market research, analyzed competitor funnels, built landing pages, and optimized acquisition and retention pathways. I also managed media buying on Facebook, Taboola, Outbrain, and Yahoo Gemini, continuously improving results through structured testing, budgeting, and performance analysis.

Promoted to Senior Performance Marketing Manager in July 2016, I expanded into team leadership while maintaining a hands-on role. I directed strategy, guided campaign development, and oversaw A/B testing, reporting, and optimization across multiple networks. Under my leadership, my team and I generated over \$10M in digital sales, consistently outperforming performance targets.

- 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

- Over five years of experience managing campaigns across major media networks, including Meta, Instagram, Youtube, Google Search, Bing, Taboola, Yahoo, Outbrain, and more.
- Proficient with Hubspot, Braze, Google Analytics, Mixpanel, Hotjar, SEMrush, AppTweak, Hootsuite, Brandwatch, Klaviyo, DotDigital, Shopify, Figma, Asana, ClickUp, ChatGPT, Canva, Pitch, and WordPress.
- Google Ads certified in Fundamentals, Search, and Display, with additional experience using Google Trends.



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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- [Cointelegraph.com/press-releases/evolving-platform-bondly-finance-announces-strategic-rebrand-to-forj](https://cointelegraph.com/press-releases/evolving-platform-bondly-finance-announces-strategic-rebrand-to-forj)
- 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