
SJ Crawford

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Growth and Lifecycle Marketer

Experienced and hands-on marketing leader with 12+ years in lifecycle marketing and growth strategies for B2B and PLG Startups. Skilled in using data to drive creative growth initiatives, aligning marketing efforts with sales, and leading engaged (fun!) cross-functional teams.

WORK EXPERIENCE

Director of Growth

MarqVision • 06/2025 - Present

- Built and scaled integrated ABM, lifecycle, and event marketing programs contributing to ARR growth from \$5M to \$25M, with measurable improvements in sales velocity and pipeline quality.
- Led cross-functional go-to-market initiatives with sales, product, and vendors, optimizing a \$100K+ quarterly budget to maximize ROI.
- Launched high-profile industry events and thought leadership campaigns, strengthening brand authority in the IP protection space.
- Established an experimentation culture with A/B and multivariate testing across channels, improving user engagement by 75% within 6 months through data-driven creative leadership.

Head of Lifecycle

Coda (acquired by Grammarly) • 01/2022 - 05/2025

- Spearheaded the development and execution of global growth marketing strategies to drive customer acquisition, pipeline, and revenue growth from \$10M ARR to \$40M ARR.
- Developed and executed a comprehensive lifecycle strategy that increased user activation by 45% within 6 months, contributing to growth to \$40M ARR.
- Owned the global lifecycle marketing strategy (email, in-app messaging, push) for a PLG-driven product, engineering the end-to-end self-serve funnel from activation through premium upgrade and long-term retention.
- Established partnerships with influencers and strategic brands to build credibility with existing and new business.

Lead, Growth Marketing

OpenLane • Kansas City, MO • 01/2021 - 01/2022

- Owned full-funnel acquisition channels including paid search, display, SEO, affiliate, and influencer marketing for a B2B marketplace.

SKILLS

Lifecycle & CRM: Braze, Iterable, Customer.io, Hubspot, Litmus, Salesforce, Marketo, Klaviyo, Segment

Analytics & Data:

Mixpanel, Snowflake, Tableau, Amplitude, Mode, Google Analytics, Hockeystack

Acquisition & Experimentation:

Meta Ads Manager, Google Ads, Optimizely, LinkedIn Ads, Youtube Ads, Motion

EDUCATION

Bachelor of Science in Business Administration and Marketing

Trulaske College of Business, University of Missouri
Columbia, MO

- Leveraged Google Analytics, Mixpanel, Mode, and Amplitude to track and optimize CAC, MRR, and Time-to-Value (TTV), translating complex performance data into executive-ready reporting.
- Led experimentation initiatives (A/B testing, user research, surveys) to refine messaging, channel allocation, and user journeys, improving conversion across the funnel.
- Collaborated with Product, Engineering, and Design to optimize onboarding UX and accelerate product adoption.

Director, Digital Marketing

Let's Make Art • Kansas City, MO • 01/2019 – 01/2021

- Led a team of digital marketers and agency partnerships to drive qualified traffic to fuel revenue and subscription growth to 1+ million dollars a month.
- Managed the customer lifecycle of over 30,000 recurring customers, serving both digital and physical products. D2C eCommerce.
- Owned a strategy and roadmap for e-commerce marketing programs, including paid search marketing, SEO, affiliate marketing, display advertising, social advertising, personalized email marketing, and SMS messaging.

Marketing Director & Owner/Operator

Sparkworth • Kansas City, MO • 01/2015 – 01/2020

- Developed a thriving agency focused on digital content needs for in-demand professional speakers. Position clients to achieve features on media outlets like Harvard Business Review, GoalCast, Entrepreneur, and Yahoo Finance.

Director, Social Media

Veterans United Home Loans • Columbia, MO • 01/2011 – 01/2015

- Managed and developed organic social strategy for Facebook, Instagram, Snapchat, Tumblr, and YouTube with a following of 4+ million.

VOLUNTEERING & LEADERSHIP

Hamilton Public Library • 05/2024 – Present

Board Member • Hamilton, Missouri

Provided strategic oversight and community advocacy as a board member for the local public library. Supported initiatives to expand access to resources, improve programming, and secure funding.