



# JOHN PAUL MOHR

## Strategic Marketing Consultant

Strategic Marketing Consultant, spearheading successful marketing and organizational efforts for startups and emerging businesses. Specializing in streamlining operations and identifying undiscovered target audiences, I bring a calculated, analytical approach to dynamic environments, consistently driving sustainable revenue growth for clients over the past 2+ years of professional experience.

### CONTACT ME

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### AREAS OF EXPERTISE

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#### Marketing Automation

Experience developing, testing, & deploying full-funnel marketing strategies, with the help of process automation to minimize costs & workload-based scaling hurdles.

#### Strategic Positioning

Vast experience formulating appropriate market positioning for both products & services of client brands. Repeatability has been stress-tested across a wide variety of industries & channels.

#### Implementation and Management

Strong management track record of ensuring full funnel omnichannel marketing efforts are implemented effectively & continuously generate a positive ROI.

### AWARDS & LEADERSHIP

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#### Eagle Scout

Boy Scouts of America, Troop 90

#### Founding Member

Delta Sigma Phi, Eta Lambda Chapter. Served as Social Chair, SM Chair, & Standards Advisory.

### PAST PROJECT EXPERIENCE - MOHR GROWTH MARKETING

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#### Growth Strategist and Partner

*Toolshed USA • 2023*

As a Growth Strategist and Partner at Toolshed USA, I spearheaded the development of omnichannel diversified sales listings, redesigned the main website with WordPress, and leveraged plugins to boost conversions. Additionally, I identified an undiscovered target audience, implemented automation workflows, and crafted SOPs for new business software ecosystems, collectively resulting in increased efficiency, streamlined operations, and enhanced conversion rates, contributing to the overall success of the company. We're chosen by professional athletes in many sports, including players on over 27 MLB teams.

#### Marketing Director

*PrairieFire RANK • 2022*

Conducted analysis, target setting, stratification, and implementation of various marketing and organizational efforts to successfully generate nationwide interest in a new Private Equity backed venture. Identified significant performance gaps in operations, leading to hundreds of labor hours saved with implemented automations.

- Project goals accomplished within appropriated \$2.5MM budget, KPI targets greatly exceeded with *5,900% MQL growth* and *2,830% SM follower growth* in 6 week timeframe
- Developed and managed high-level omnichannel strategy for landing pages, CRM, and mass communication systems to streamline signups, invitations, registrations, travel information, and weekend itineraries to over 5,000 contacts

#### Social Media Advertising Manager

*Avana Canned Cocktails • 2022*

Charged with a distinctive goal of attracting geo-specific traffic to in-store taste-testing for a specialized CPG product across 70+ statewide grocery chain locations, I orchestrated the complete funnel design and optimization to exceed KPIs. This initiative played a pivotal role in elevating Avana to the top-selling Canned Cocktail position in various grocery store chains, including Whole Foods, achieving remarkable success in both unit sales and revenue.

- After proper strategic design of the funnel, ongoing data-driven optimizations to this campaign were the primary factor in ensuring a satisfactory conversion rate.

### EDUCATION & CREDENTIALS

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#### B.S. Business Administration

*Chapman University, 2017-2021*

**Certifications:** Google Ads Display, Google Ads Search