

Jabez Roberts

Spanish Town St. Catherine | 8765014318 | jabez.roberts137@gmail.com

Comprehensive Professional Summary

Senior Digital Marketer and Growth Lead with 10+ years of experience launching, positioning, and scaling digital products, platforms, and revenue systems. Proven track record of driving measurable growth through SEO, paid media, CRO, content, and lifecycle marketing across B2B, services, and enterprise environments.

Combines strategic marketing leadership with strong technical execution, enabling full ownership of acquisition, conversion, and retention systems. Experienced working with founders, operators, and enterprise stakeholders to align growth strategy with real business outcomes.

Core Strengths & Capabilities

- Growth strategy, demand generation, and revenue optimization
- SEO, content marketing, and high-intent inbound systems
- Paid acquisition (Google, Meta), CRO, and funnel optimization
- Email marketing, lead nurturing, and lifecycle campaigns
- Website optimization, landing pages, and conversion systems
- Analytics, attribution, and performance reporting
- Product positioning, messaging, and go-to-market strategy
- Cross-functional leadership with sales, ops, and product

Selected Outcomes & Impact

- 10+ years building revenue-generating digital systems
- Multi-channel growth expertise: SEO, paid, email, CRO, content
- Proven ability to tie marketing execution directly to revenue and operations
- Experience across startups, SMEs, and enterprise environments
- Strong technical literacy enabling faster execution and better collaboration

Career Achievements

FOUNDER & GROWTH LEAD | 12/2015 - Current

Zeilhan Systems Limited

- Led digital growth and marketing strategy for SMEs and enterprise clients across multiple industries
- Designed and executed end-to-end growth systems: acquisition, conversion, retention, and monetization
- Delivered SEO, paid ads, CRO, email marketing, and content strategies tied directly to revenue
- Generated approximately **2.5B JMD in client revenue** through performance-driven digital initiatives
- Worked with enterprise clients, including **Scotiabank** and **Tropical Metal Products**
- Advised founders and leadership teams on product positioning, pricing, and go-to-market strategy

DIGITAL PRODUCT & GROWTH LEAD | 01/2023 - 03/2025

Tropical Metal Products - Kingston, Kingston

- Owned full digital growth strategy for a national roofing and construction supplies company

- Rebuilt website, messaging, SEO, lead capture, and conversion infrastructure from the ground up
- Generated **2,000+ qualified inbound leads** over 27 months
- Contributed to approximately **2.5B JMD in revenue impact** through inbound demand generation
- Achieved top Google rankings for high-intent commercial keywords
- Partnered with sales, inventory, and operations teams to align demand with supply

PRODUCT BUILDER & SYSTEMS DESIGNER | 07/2020 - 12/2021

Scotiabank Jamaica - Downtown Kingston, Kingston

- Designed and launched an internal digital platform supporting staff asset sales during COVID
- Defined operational workflows, positioning, and adoption strategy
- Optimized user experience and speed, enabling seamless high-volume transactions
- Delivered a zero-incident platform adopted quickly across teams

PRODUCT-LED GROWTH & PLATFORM INITIATIVES | 11/2025 - Current

Renaros

- Building an AI-powered SaaS platform for small businesses with a focus on product-led growth
- Defined positioning, onboarding flows, and activation paths tied to adoption and retention
- Designed analytics, event tracking, and feedback loops to inform growth experiments
- Integrated AI-assisted workflows to reduce user friction and improve task completion
- Applied GTM thinking directly into product UX, messaging, and pricing strategy

PRODUCT LEAD - PUBLIC INTEREST PLATFORM | 11/2025 - Current

ReunitePath

- Launched a disaster-response platform focused on trust, clarity, and rapid adoption under pressure
- Defined user journeys, messaging, and workflows for emotionally sensitive scenarios
- Balanced usability, ethics, and speed to ensure real-world adoption
- Demonstrated ability to ship product and growth systems end-to-end under constraints

CONTENT CREATOR & DEMAND GENERATION LEAD | 06/2023 - Current

Zeilhan Systems YouTube Channel

Zeilhan Systems YouTube Channel & The Boardroom Podcast

- Built and scaled an educational content platform focused on business, marketing, and growth
- Grew YouTube channel to **1,000+ subscribers** organically
- Generated **500+ email leads** through free resources, templates, and tutorials
- Designed lead magnets, email sequences, and content funnels supporting long-term audience growth
- Established thought leadership through interviews with global business leaders and operators

Education

Scrimba - Oslo, Norway | AI/ML Full Stack Engineering Coursework

Software Engineering, 10/2025

- **Full Stack Engineering:** End-to-end web apps; frontend-backend integration; React, TypeScript, Node.js, Express, Supabase
- **Frontend Engineering:** Responsive, accessible UIs with component-based architecture; React state and performance
- **AI/ML course:** Applied AI to real-world products; integrated existing models into usable features

Digital Marketing – Coursenvy - Los Angeles, USA | Digital Marketing Course

Digital Marketing, 02/2019

- PPC, email, SEO, analytics, positioning, and performance-driven campaigns

Marketing Strategy & Brand Thinking (Independent S - Self-taught)

Marketing & Entrepreneurship

- Study of Seth Godin, David Ogilvy, Russell Brunson, Alex Hormozi; applied to GTM, funnels, positioning, and launch strategy

Websites & Social Links

- <https://www.jabezroberts.com>
- Email: jabez.roberts137@gmail.com