

# Jabez Roberts

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## Comprehensive Professional Summary

Multidisciplinary product, marketing, and business operator with over 9 years of experience building, launching, and scaling digital platforms and growth systems. Experienced in product thinking, go-to-market strategy, and technical execution, with a focus on measurable outcomes.

Skilled at translating technical features into customer-facing value, defining positioning, and GTM strategies, and bridging engineering, design, and marketing. Built revenue-generating systems and platforms for startups, SMEs, and enterprise clients, making him a strong candidate for Product Marketing, Growth, and Technical Marketing roles.

## Core Identity And Strengths

- Translates ambiguous business and product problems into positioning, messaging, and GTM strategies
- Bridges product, engineering, and marketing to deliver customer-facing solutions efficiently
- Uses real user data, feedback, and product signals to iterate and optimize features and campaigns
- Connects UX, onboarding flows, and messaging to adoption, retention, and revenue outcomes
- Owns full lifecycle: discovery, launch, iteration, and growth optimization
- Rapidly learns technical domains and applies them to shipping and marketing products
- Skilled in content creation, growth marketing, SEO, analytics, and product storytelling

## Career Achievements

**PRODUCT BUILDER AND LEAD ENGINEER** | 11/2025 - Current

### Renaros

- Building an AI-powered SaaS platform for small business owners and freelancers.
- Designed multi-tenant architecture, role-based access control (RLS), and scalable backend services.
- Built frontend in React, Next.js, TypeScript, and TailwindCSS; integrated AI features and accessibility.
- Defined analytics, event tracking, and logging systems for product growth.
- Iterating on the product based on real-world use and customer feedback.

**PROJECT LEAD** | 11/2025 - Current

### ReunitePath

- Launched a disaster-response platform connecting families after natural disasters
- Defined scope, users, and UX with emotional context; shipped end-to-end using React, TypeScript, TailwindCSS, Supabase
- Delivered a platform balancing speed, ethics, usability, and reliability
- Demonstrated product insight and ability to ship purpose-driven technology under pressure

**CONTENT CREATOR** | 06/2023 - Current

### Zeilhan Systems YouTube Channel

- Created educational content in marketing, sales, UX, product, and web development
- Grew channel to 1,000+ subscribers and generated 500+ email leads organically
- Free templates and tutorials used by viewers to launch businesses and serve clients

- Developed skills in product storytelling, thought leadership, and audience growth

## **FOUNDER AND CEO** | 12/2015 - Current

### **Zeilhan Systems Limited**

- Built and optimized revenue-generating websites and platforms for SMEs and enterprise clients
- Developed and executed marketing strategy including SEO, paid ads, CRO, email, and content marketing
- Advised founders on product, growth, and business strategy
- Generated ~2.5B JMD revenue across client projects; worked with Scotiabank and Tropical Metal

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

### **Tropical Metal Products - Kingston, Kingston**

- Developed GTM strategy and full digital transformation for roofing supplies company
- Rebuilt website, messaging, SEO, lead capture, and conversion systems
- Generated 2,000+ qualified inbound leads and contributed 2.5B JMD revenue over 27 months
- Achieved top search rankings for high-intent keywords; improved traffic, engagement, and time on site
- Partnered with stakeholders to align digital strategy with operations and inventory

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

### **Scotiabank Jamaica - Downtown Kingston, Kingston**

- Designed and launched an internal online auction platform for staff furniture sales during COVID
- Defined GTM and operational workflow strategy; iterated to optimize speed and usability
- Achieved seamless experience with zero reported issues; transitioned auctions to high-velocity sales
- Bridged operations, engineering, and user experience to deliver measurable impact

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## **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

### **London App Brewery By Dr. Angela Yu - London, United Kingdom | Python programming course**

Python Engineer, 07/2025

- Python fundamentals, problem solving, small projects for backend and automation

### **Digital Marketing – Coursera - 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

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## **Websites & Social Links**

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