

JOHN HARMON

Product Marketing | Content & Brand Storytelling | Data-Driven Growth
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PROFESSIONAL SUMMARY

Marketing and brand builder with 10+ years turning products into clear, compelling stories that drive awareness and growth across B2B and DTC. I create content end to end across blog, web, social, and in-house video, build positioning and messaging from the ground up, and use analytics to prove what works. I have launched and scaled brands from zero, kept messaging consistent across product, sales, and customer touchpoints, and built AI-driven content and automation systems that help lean teams move fast.

CORE COMPETENCIES

- **Product Marketing & Messaging:** Positioning and messaging development, value proposition and benefit translation, customer and buyer insight, competitive landscape awareness in crowded categories
- **Content & Storytelling:** Long-form and blog, web and landing page copy, social, in-house video production and scripting, content calendar ownership, contributor and partner coordination
- **Demand & Growth:** SEO and organic top-of-funnel, lifecycle and email automation (Klaviyo), campaign execution, conversion rate optimization
- **Analytics & Insight:** Google Analytics, Microsoft Clarity, performance attribution, A/B testing, synthesizing customer feedback into positioning
- **AI & Tools:** AI-assisted content and workflow automation (Claude, connected app integrations), Adobe Creative Suite, Shopify, HubSpot CRM, HTML/CSS
- **Cross-Functional Collaboration:** Brand building, partnering across product, sales, and leadership, agency and contractor management

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | CMC Rescue

July 2025 to Present

Goleta, CA | \$50M company, seven-person marketing team

- Own content and messaging strategy for a \$5M digital channel, building the SEO and content engine that drives \$3M in annual revenue through organic awareness and demand.
- Translate technical product capabilities into clear, benefit-led narratives across web, blog, and campaigns, partnering with product and sales to keep messaging consistent across the customer journey.
- Run multi-channel performance reporting across organic, email, paid, social, and partner programs, turning the data into prioritized content and positioning decisions.
- Write and oversee blog, web, and campaign content end to end, scaling output while keeping brand voice consistent.
- Manage product content and digital assets, syndicating brand-consistent messaging and imagery across web, paid, and partner channels.

E-Commerce Marketing Manager | OffGrid Faraday Gear

July 2020 to July 2025

Santa Barbara, CA | Full-funnel content and brand across DTC and B2B

- Owned brand storytelling and content across blog, web, email, and video for a multi-channel business, driving sustained year-over-year growth.
- Produced all in-house product photography and promotional video, building a consistent visual and narrative identity across web, advertising, and partner-facing assets.
- Developed positioning and messaging for new product launches, translating technical features into customer benefits across DTC and B2B audiences.
- Designed and tested Shopify storefront content and landing pages, using Google Analytics and Microsoft Clarity to sharpen messaging and lift conversion.
- Built and ran Klaviyo lifecycle and email programs, including segmented automation, launch campaigns, and revenue-generating broadcasts.
- Directed contractors and creative partners across content, video, paid media, and web, coordinating a distributed team against brand and revenue goals.

- Opened and managed B2B accounts at trade shows and in person, refining messaging based on direct customer and prospect feedback.

Founder & Owner | Oil Slick Beach Tar Remover

2015 to Present (Seasonal)

Santa Barbara, CA | Founder-led consumer brand, B2B and DTC

- Built a consumer brand from zero, developing the positioning, messaging, packaging, and content that grew it from a pitch-competition win into a recognized brand with loyal repeat customers.
- Manage B2B accounts with luxury hospitality brands including The Ritz-Carlton Bacara, Rosewood Hotels & Resorts, and Four Seasons, navigating each brand's procurement and account standards.
- Synthesize customer feedback into product, positioning, and messaging decisions.
- Built customized automation across fulfillment, customer communications, and inventory, keeping a lean operation running with minimal overhead.

Founder & Freelance Marketing Consultant | Remarkable Designs

2017 to 2020

Santa Barbara, CA | Independent marketing and web consultancy

- Built custom Shopify and WordPress sites and brand content for clients across CPG, hospitality, and lifestyle.
- Led the 100-year rebrand of the University Club of Santa Barbara, securing press coverage and supporting renewed member engagement.
- Built a digital product configurator for a Netflix-featured automotive brand, improving product interaction and lead quality.
- Developed heritage storytelling and digital assets for regional CPG and lifestyle brands.

Sales & E-Commerce Associate | Brander Vineyards

2018 to 2020

Santa Ynez, CA | Boutique brand, direct-to-consumer and club

- Told brand and product stories in a direct, guest-facing setting, building relationships that drove repeat sales and club enrollment.
- Designed product label artwork aligning visual identity with brand positioning.
- Produced product photography supporting the brand's e-commerce and digital marketing.

EDUCATION

- Certificate, Full Stack Web Development — UCLA Extension, 2020
- B.A., Marketing — Antioch University, Santa Barbara
- Semester at Sea, International Studies — Colorado State University, 2016
- Entrepreneurship & General Education — Santa Barbara City College, 2012 to 2015

AWARDS & RECOGNITION

- **New Venture Challenge, 1st Place (2015):** Won \$5,000 in funding to launch Oil Slick Beach Tar Remover through a regional business pitch competition.