

# Jeffrey Fulton

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## Executive Summary

Strategic marketing executive with 20+ years of experience transforming brand narratives into growth engines across education, nonprofit, and service-based sectors. World-class storyteller and brand messaging architect, known for creating narratives that deepen audience trust, differentiate in crowded markets, and drive full-funnel engagement. Recognized for launching new business lines, scaling B2C and B2B programs, and aligning go-to-market strategy with measurable business outcomes. Trusted C-suite advisor and high-impact team builder with the highest employee retention and satisfaction scores in the organization.

## Experience

While grounded in education and nonprofit sectors, I bring private-sector marketing strategy to mission-driven environments, proven across go-to-market launches, demand gen, and performance campaigns; and strong agility across both B2B and B2C service models.

### Vertex Education, Chandler, AZ

Senior Director, Brand and Marketing | June 2021 – Present

- Delivered \$80M+ in annual recurring revenue by scaling student enrollment from 12,000 to 27,000+ through targeted, omnichannel marketing and optimized customer acquisition strategies.
- Led the go-to-market strategy and execution for a new B2B service line, generating a \$2.2M+ revenue pipeline in its first year by developing offers, sales enablement, and direct outreach to school leaders.
- Positioned Vertex as a national thought leader in K-12 through keynote presentations, branded content strategy, and strategic partnerships with education networks.
- Collaborated with executive leadership to define marketing KPIs, reallocate budget based on ROI data, and implement performance dashboards tied to conversion metrics.
- Integrated lifecycle marketing practices to reduce churn and improve LTV; oversaw full-funnel customer experience from awareness to enrollment.
- Implemented MarTech stack improvements (CRM, analytics, automation, GPTs) to streamline marketing operations and enable attribution tracking.
- Achieved high employee engagement and retention scores, recognized by HR leadership for fostering a culture of growth, ownership, and team excellence.

Creative Director | August 2018 – June 2021

- Led creative strategy during pandemic response, launching 1,600+ virtual lessons in 6 months, ensuring continuity of instruction across all student populations.
- Directed enterprise communications, including executive all-hands events, livestreaming infrastructure, and organization-wide message alignment.
- Provided executive coaching to senior leaders on brand storytelling, internal communications, and audience engagement.
- Oversaw digital experience and front-end infrastructure for web platforms.

Brand Manager | December 2017 – August 2018

- Developed and deployed a comprehensive brand strategy and design systems for the organization and its largest client, Legacy Traditional Schools.
- Standardized visual identity and narrative across 15+ schools, internal departments, and external channels.

### **City Hope Church, Daphne, AL**

Creative Director | August 2005 – February 2016

- Rebranded a multi-campus, international nonprofit to align with long-term mission and growth plans; led rollout across print, digital, and environmental design.
- Hosted and produced weekly video segments, increasing engagement and participation across campuses.

## **Education**

### **Grand Canyon University, Phoenix, AZ**

Bachelor of Arts, Graduated Summa Cum Laude

## **Core Competencies**

- Strategic Marketing Leadership
- Performance Marketing
- Demand Generation and Customer Acquisition
- Brand Development & Positioning
- Go-to-Market (GTM) Strategy
- Omnichannel Campaigns
- Marketing Analytics & Attribution
- Cross-functional Team Leadership
- Executive Communication
- Creative Direction
- Conference & Public Speaking
- Data-Driven Decision Making
- Marketing Technology & Platforms
- Search Engine Optimization - SEO
- CAC & LTV
- P&L Accountability