

LOGAN BILLIE JONES-OLSON

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Marketing Executive | Growth, Lifecycle & Retention

EXECUTIVE SUMMARY

Marketing executive with 15+ years building and scaling growth engines in fintech and ecommerce. Built Nav's marketing organization from scratch to 20+ and helped drive the company from stagnant to 362% revenue growth, past 1 million customers and 200,000 monthly actives. Deep operator across lifecycle, retention, paid media, SEO, and attribution, with an AI-native approach to martech and automation. Known for building high-performing teams and turning vision into measurable revenue.

CORE COMPETENCIES

Growth & Lifecycle Marketing | Retention, LTV & Segmentation | Brand & Positioning
Paid Media, SEO & Performance | Marketing Analytics & Attribution | Martech, AI & Automation
Team Building & Org Design | B2C & B2B | Subscription & Ecommerce Models

PROFESSIONAL EXPERIENCE

Executive Chief of Staff

February 2026 to July 2026

Nav | Fintech, Small Business Financial Health | Reports to Founder & CEO

- Executive right hand to the founder and CEO, deployed against the highest-leverage problems across marketing, product, and corporate strategy.
- Within three months of rejoining Nav, identified the company's core growth failure points and removed material negative-impact friction in the marketing funnel and product signup flow.
- Point person for strategic partnerships across the credit data ecosystem, including Equifax, Experian, Dun & Bradstreet, Creditsafe, and Lendio.
- Led M&A efforts with Financial Technology Partners as banking partner; primary liaison to Nav investors and board members.

Owner (CEO, CFO, CMO)

August 2024 to Present

Upgrade Labs Park City | Health & Human Performance

- Owner, CEO, CFO, and CMO of a health and human performance facility. Own full P&L, marketing, and operations.
- Meta lead-form campaigns are the primary new-client acquisition channel, managed hands-on.

Owner & Fractional CMO

August 2023 to Present

LBJO Consulting Agency

- Advise early-stage companies on martech integration, retention marketing, and product-led growth.
- Build full-funnel lifecycle strategies leveraging AI, CRM, and marketing automation.
- Execute digital strategy across SEM, SEO, paid and organic social, Google Ads, influencer, and affiliate.

Head of Marketing Strategy & Operations

April 2024 to March 2025

Linqto | Fintech, Private Markets Investing

- Owned lifecycle marketing strategy; launched segmentation and journey mapping that drove double-digit gains in engagement and conversion.
- Rebuilt marketing analytics and attribution, cutting "direct" channel noise from 80% to under 30%.
- Built an affiliate program from zero to 100+ partners, generating over 5% of new revenue within six months.
- Led Google Ads, SEO, and paid social, consistently exceeding monthly acquisition targets.

VP Product & Revenue Growth (CPO & CRO); VP Operations / COO

March 2021 to August 2023

Nav | Fintech, Small Business Financial Health

- Promoted to Chief Product Officer and Chief Revenue Officer; led the company from stagnant growth to over 362% revenue increase between 2020 and 2022.
- Rebuilt the product organization from 1 to 12 and aligned the executive team on a single product vision, roadmap, and OKRs.

- Launched Nav-owned business checking and business card products that grew to over two-thirds of company revenue.
- Created and delivered investor pitches and board of directors presentations.

VP Marketing / CMO; GM, Direct Revenue Growth; VP Customer Marketing

July 2015 to March 2021

Nav | *Fintech, Small Business Financial Health*

- Built the marketing organization from scratch to over 20 people, establishing data-driven practice across branding, PR, acquisition, retention, design, and digital operations.
- Grew customer count by over 700% to surpass 1 million, and monthly active users by over 800% to surpass 200,000.
- Led the rebrand from Creditera to Nav, repositioning the company for scale.
- Built the customer marketing team from 0 to 6 and increased customer retention rates by triple digits.
- Drove over 650% revenue growth in the Direct channel as General Manager.
- Built a two-sided lending and credit card marketplace, producing over 15x revenue growth.

Multiple Ecommerce & Marketing Roles

June 2009 to June 2014

Overstock.com | *Target*

EDUCATION

Bachelor of Science, Marketing | University of Idaho

References available upon request.