

JARRID Q. HAWKINS

MARKETING PORTFOLIO

Senior Fractional Marketing Leader · B2B & B2C · Agency + Client-Side

Events & Experiential

Demand Generation & ABM

Growth Marketing

Digital Marketing

ABOUT ME

Senior Fractional Marketing Leader

With 20 years of experience spanning agency and client-side roles, I bring full-stack marketing leadership across B2B and B2C environments. Through The Alfland Group LLC, I operate as a seamless, collaborative extension of client teams — not an outside agency.

My expertise spans demand generation, ABM, sponsorship activation, event marketing, lifecycle marketing, and omnichannel campaign execution across automotive, telecom, fintech, hospitality, and sports/entertainment industries.

PLATFORMS & TOOLS

HubSpot · Salesforce · Pardot · 6Sense · Cvent · RevOps Frameworks

The Alfland Group LLC

Fractional Marketing Principal

GBG IDology

Senior Demand Generation Manager

VSBLTY

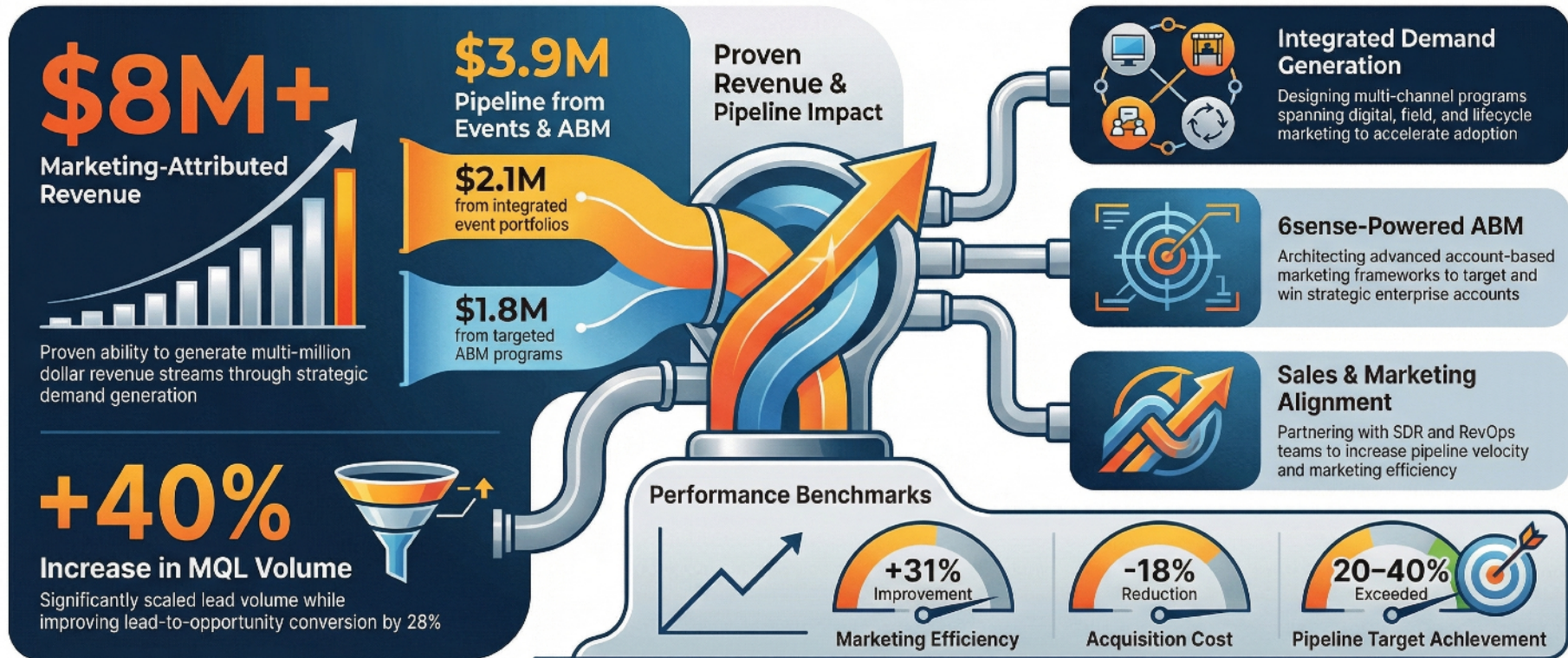
Retail Channel Manager

AT&T / Safe-Guard / Ad Agencies

Cross-Industry Marketing Leadership

Jarrid Q. Hawkins: Driving Scalable Revenue & Growth Impact

Leveraging 20+ years of experience at major organizations like AT&T, GBG, and Ogilvy to build scalable growth engines and align marketing investment with enterprise sales outcomes.



01

EVENTS & EXPERIENTIAL MARKETING

Creating unforgettable brand moments that drive pipeline, loyalty, and advocacy.

\$240K

Qualified Pipeline
Generated

55

Confirmed Guests
(Record Attendance)

\$20K

Total Event
Investment

12×

Return on
Investment

Approach

- Privatized the 5th floor of Nike's flagship NYC store
- Data-driven invite list: VP+ decision-makers filtered by geo, seniority & account type
- Personalized Air Force 1 customization experience tied to GBG's layered identity verification brand story
- Cross-functional collaboration: Marketing, Sales, Partnerships, Operations across 37-day execution cycle
- New Nike grouping system pioneered to prevent overcrowding — now a repeatable operational standard

KEY OUTCOMES

- Record-breaking attendance for any GBG-hosted US Nike event
- 2 new qualified opportunities at \$120K average deal size
- Validated repeatable playbook: 37-day timeline from kickoff to execution
- Strengthened Nike & Nova Era vendor partnerships for future activations

252

Qualified Leads
Captured

204M

Total Media
Impressions

25

Sphere Event
Attendees

19

Leads Converted
to Opportunities

Approach

- Designed a creative fairy tale brand theme (B.B. Wolf mascot) that generated organic booth traffic and social sharing
- Secured high-traffic booth #3601 at The Venetian Expo with private conversation areas
- Hosted exclusive Sphere immersive concert experience for 30 prospects across 16 companies
- Deployed 3 handheld badge scanners with custom qualifier fields integrated into Salesforce
- Launched press release day one reaching Yahoo Finance, AP, Benzinga & Morningstar

KEY OUTCOMES

- Meetings with Green Dot, Stripe, Fifth Third Bank, BNY, SVB & more
- 1,402 press release views · 548 news site pickups
- Secured premium booth #12053 for Money 20/20 2025 — near Mastercard
- Validated: 86% of prospects prefer single-vendor identity + fraud protection

AT&T THANKS APPRECIATION MACHINE · Loyalty at Scale

AT&T

150K+

Customers Engaged
Nationwide

2M+

App Downloads
(Program Year 1)

11K+

Events Distributed
to Customers

Multi

City Pop-up
Activation Footprint

Approach

- Designed custom branded vending machine (TAM) dispensing surprise prizes via AT&T Thanks app scan
- Randomized, app-gated mechanic created genuine surprise — and immediate social sharing
- Real-time geo-push notifications closed the awareness gap between proximity and participation
- FOMO architecture amplified social reach; influencers organically picked up activations
- Local pop-up activations in cities nationwide made appreciation feel personal, not corporate

KEY OUTCOMES

- TAM participants showed meaningfully higher app engagement, lower churn intent
- Measurable shift in brand perception: AT&T as a brand that 'goes the extra mile'
- Flyaway sweepstakes created once-in-a-lifetime brand memory moments
- Organic social amplification generated at fraction of paid media cost

AT&T THANKS EVENT ACCESS · Loyalty Reinvention

AT&T THANKS

2M+

App Downloads
(Year 1)

11K+

Events Distributed
(2018)

\$0

Incremental
Ticket Cost

0

Corporate
Ticket Waste

Strategic Insight

- Repositioned loyalty program from transactional model to "customer appreciation" — a semantic shift that changed emotional perception
- Redirected underutilized corporate ticket inventory (already paid for) into high-perceived-value customer benefits at zero incremental cost
- App-gated distribution created a virtuous cycle: events drove downloads → downloads enabled ongoing engagement → engagement drove loyalty
- Tiered benefit portfolio: free local tickets, priority access, behind-the-scenes VIP, and partner perks
- Multi-channel promotion across social, DirecTV, U-verse, email, and push notifications

KEY OUTCOMES

- 2M+ app downloads in Year 1 — significantly exceeded projections
- Program NPS improved among event access participants vs. baseline
- Reduced churn intent among Thanks members who received event access
- Created structural competitive moat: required sponsorship portfolio no competitor could quickly replicate

AT&T THANKS SPONSORSHIP ACTIVATIONS · 2017–2019

AT&T THANKS

275.9M

Impressions
(Pebble Beach alone)

6M

Total Engagements
(Single Event)

8

Business Units
Integrated

\$3.09M

Topgolf Projected
Annual Venue Spend

Portfolio of Activations

- Pebble Beach Pro-Am: FanDome grew 107% YoY; #ATTPROAM drove 275.9M impressions; 8 BU partners integrated in a unified brand presence
- Topgolf Partnership: BOGO offer aligned consumer loyalty with B2B commercial relationship (\$3.09M projected annual spend)
- NCAA Final Four & CFP Championship: VIP hospitality, sweepstakes, TAM activations and educate walls reaching fans at peak emotional engagement
- BET, Tribeca, Essence, MLS All-Star: diversified beyond sports to resonate across all customer demographics
- Four-pillar framework: Reward (VIP currency) → Educate (on-site) → Amplify (social) → Integrate (cross-BU alignment)

KEY OUTCOMES

- THANKS app became the connective tissue — every activation was simultaneously an app acquisition event
- Scarcity model (limited VIP packages) generated outsized media and word-of-mouth relative to cost
- Consistent TAM + educate wall deployment reduced per-event creative costs while maintaining brand coherence across 12+ events
- Portfolio spanned golf, CFP, NCAA, film, music — THANKS resonated across all customer demographics

95%

Attendee
Satisfaction Rate

78%

Attributed Direct
Business Value

42

New Client
Connections

6

Partnership
Leads Generated

Event Strategy

- 2:1 content-to-sales ratio: education-first programming (synthetic ID fraud, Gen AI threats, privacy regs) opened commercial conversations without feeling like a vendor pitch
- Day 1: interactive sessions advancing professional knowledge; Day 2: peer panels and breakouts structured around fraud prevention themes
- Multi-channel pre-event marketing: biweekly emails, dedicated web page, LinkedIn targeting, and internal resend strategy
- Captured video testimonials on-site as a planned deliverable — 'IDology is the industry standard' quote used across ongoing marketing
- Designed for global replicability from Day 1 — Americas/EMEA/APAC expansion roadmap built into the modular event architecture

KEY OUTCOMES

- 82% of attendees reported a positive shift in client perspective on GBG IDology
- 76% achieved measurable knowledge transfer; 65% reported direct professional growth
- Strategic conversations advanced with Assurant, AIG, Alkemi, Rapid Finance & Sallie Mae
- Event framework established for global expansion to EMEA and APAC markets

AT&T PARK SLUMBER PARTY · Overnight Fan Experience

AT&T THANKS

36

VIP Sweepstakes
Winners Hosted

69

Scavenger Hunt
Groups Participated

1,969

Text Interactions
(Scavenger Hunt)

900K+

Twitter Impressions
Post-Event

Activation Design

- Transformed AT&T Park's outfield into an overnight experience: VIP sweepstakes winners camped on the field after an SF Giants game — with movies on the scoreboard, inflatables, and dugout breakfast
- Selfie Scavenger Hunt: 10 branded park locations, audio clues sent to phones, culminating at the TAM for custom branded Slumber Party socks
- THANKS Clubhouse served as event hub: TAM, charging stations, life-sized Jenga, Cornhole, lounge with 65" TV — all driving app downloads
- TAM required two confirmations: scavenger hunt completion + app download proof — turning every prize into a verified engagement event
- Pre-event Digital Lounge wall ran sweepstakes CTAs; post-event assets repurposed for season-long presence at AT&T Park

KEY OUTCOMES

- Winner testimonials: 'once in a lifetime,' 'something we'll cherish forever' — organic brand love from genuine surprise and access
- NBC Bay Area, ABC 7, CBS 5 covered the event; 900K+ Twitter impressions, 12K views on owned channels
- Scavenger Hunt: 1,969 text interactions — gamified engagement that naturally funneled every participant to the THANKS app
- Event assets lived on all season: Jenga, Cornhole, and swag repurposed in the Digital Lounge for ongoing THANKS activations through the 2018 season

02

DEMAND GENERATION & ABM

Account-based and full-funnel programs that build pipeline and accelerate revenue.

£6M

Target Pipeline
(EMEA, 12 months)

6Sense

ABM Platform
Top 50/100/250 Lists

3

Persona-Based
SDR Cadences

Multi

Channel: PPC, LinkedIn,
Content, Events

Multi-Channel Launch Strategy

- Built comprehensive 4-phase GTM framework: Jan positioning → Feb messaging → Mar collateral → Apr launch → Q3 thought leadership
- 6Sense ABM: Created top 50/100/250 account lists with ToF/MoF/BoF ad sequences; deployed look-alike audiences from FY25 closed-won deals
- LinkedIn ABM campaigns warmed target accounts before SDR outreach, increasing response rates
- 4-part SEO blog series; FinExtra takeover; Censuswide research for hero thought leadership content
- Global SDR competition at kickoff; 100-point lead scoring triggering automated nurture sequences

KEY OUTPUTS

- Full content ecosystem: sales deck, demo video, interactive tour, SDR cadences, industry one-pagers
- Global EMEA + Americas coordination framework aligning campaigns across regions
- Self-serving customer journey: 100-pt lead scoring → automated nurture → BDD booking — reducing sales dependency
- Integrated event strategy: Money 20/20 EMEA/USA, Identiverse, hosted London & NYC events

EVERGREEN NURTURE PROGRAM · Always On, Always Growing

GBG IDOLOGY

13.6%

Avg Open Rate
(Exceeds B2B Benchmark)

12%

Avg Click-Through
Rate

9

Industry-Specific
Vertical Tracks

6

Automated Emails
per Sequence

Program Architecture

- Built 9 industry-specific evergreen nurture tracks (Financial Services, Insurance, Healthcare, Gaming, Fintech, Automotive, and more) in Pardot Engagement Studio
- 6-email sequences on 14-day cadence; behavioral triggers by role, page visits, email interactions & funnel stage
- Intelligent lead routing: house-owned accounts → SDR Team Lead; existing-owner accounts → retention routing to prevent cross-team conflict
- Custom WordPress landing pages per vertical with gated content and Salesforce-integrated standard forms
- FY25 Marketing Demand Gen Campaign Dashboard delivering real-time pipeline visibility to marketing and sales

KEY OUTCOMES

- ID&F Brand track live; Financial Services deployed 12/12/24; Insurance queued Jan 2025
- Always-on engine generating continuous qualified lead flow — no campaign launches required
- Behavioral segmentation validated: prospects engaged with content matched to their funnel stage
- Repeatable methodology established for rapid deployment of all 9 planned industry tracks

Multi

Stakeholder Audience
(Leaders, Risk, Ops, Compliance)

High

Post-Webinar Content
Consumption Rate

SME

GBG IDology Positioned as
Economic Disruption Expert

Thought Leadership Approach

- Identified a knowledge gap no competitor was filling: the specific fraud vulnerabilities created by tariff policy shifts and economic disruption — not generic fraud prevention
- Framed the session around economic disruption (not fraud prevention) to attract business leaders, ops teams, and compliance officers alongside fraud professionals — reaching more senior, decision-making audiences
- Cross-functional panel design: fraud prevention, regulatory compliance, identity verification, and economic analysis — delivered multi-discipline value in a single session
- Timeliness created urgency: addressing the tariff environment in real time generated qualitatively higher engagement than evergreen content
- Post-webinar: strong follow-up content consumption and direct platform interest requests — indicators of highest-quality engagement

KEY OUTCOMES

- Established GBG IDology as SME at the intersection of economic policy and fraud — whitespace no competitor owned
- Value delivered to 4 audience segments simultaneously — critical for multi-stakeholder B2B buying decisions
- Expert-first positioning converted attendees into higher-quality prospects than product-first contacts
- Validated webinar as pipeline acceleration tool — strong CTA response to integrated platform interest

03

GROWTH MARKETING

Fan activation, loyalty innovation, and audience expansion that move business metrics.

FINAL FOUR PHOTO CONTEST · March Madness, Maximum Results

AT&T THANKS

84K

Contest
Entries

9.6M

Social Media
Impressions

1M

App Logins
(Push Campaign)

100K+

New App
Downloads

Campaign Design

- App-exclusive submission and voting mechanic: every entry = an app activation event, every vote = an engagement event
- Open-ended photo prompt (how fans prepare for the tournament) drove authentic UGC — not scripted content
- Grand prize: two all-inclusive trips to San Antonio Championship games + VIP access + meet-and-greet with basketball legends
- Geo-targeted Platinum tier: 15 pairs of premium local experiences for AT&T's most valuable customers near the venue
- Social FOMO strategy: organic UGC sharing + AT&T's owned channels created a self-amplifying viral loop

KEY OUTCOMES

- Largest single push notification performance milestone in AT&T Thanks history at the time
- 84,000 entries = 84,000 substantive app engagement events in the campaign window
- Geo-targeted Platinum tier generated highest engagement-per-post of the full campaign
- Post-campaign: participants showed stronger loyalty indicators than non-participating Thanks members

1st

Gaming Loyalty
Integration for AT&T

3

Engagement Windows
(Theatrical/Home/DirecTV)



Younger Audience
Engagement



eSports Loyalty
Model Validated

Strategic Approach

- Identified younger customer underrepresentation in AT&T Thanks engagement — designed gaming integration as deliberate proof-of-concept
- Partnered with Sony Interactive Entertainment to embed exclusive in-game items (not a banner ad — genuine gameplay content unavailable anywhere else)
- Three-window strategy: launched at theatrical release, extended through home video, amplified via DirecTV — tripled effective campaign duration
- Co-branded marketing across both AT&T and Sony channels, amplifying reach beyond owned audiences
- Leveraged Time Warner relationship to deliver entertainment benefits competitors structurally couldn't match

KEY OUTCOMES

- Successfully attracted meaningful engagement from millennial and Gen Z segments previously indifferent to Thanks benefits
- App stickiness: gaming content drove ongoing repeat logins vs. episodic event-ticket behavior
- Sony expressed interest in expanding to multi-title partnership — validating the collaboration model
- Created eSports loyalty business case that shaped AT&T Thanks investment decisions going forward

73%

Average Opt-In
Rate

26,286

Net New Loyalty
Members

\$1M+

Incremental Client
Revenue Generated

54,040

Total Logins
Recorded

Strategy

- Repositioned in-store Wi-Fi from infrastructure cost to first-party data engine — converting login pages into opt-in gateways with clear, transparent value exchange
- Built progressive customer profiles from each visit: behavioral data, dwell time, product engagement — profiles that deepened accuracy with every return visit
- Integrated cooler screen displays and in-venue media with real-time personalized ads driven by Wi-Fi login data — bringing programmatic targeting into physical retail
- Direct loyalty enrollment in the Wi-Fi sign-in flow converted casual visitors into known customers at zero additional acquisition cost
- Privacy-first transparent opt-in produced higher-quality enrolled base than opaque data collection — 73% opt-in rate proves customers value the exchange

KEY OUTCOMES

- 73% opt-in rate — achieved through transparent value exchange, not dark patterns — produced highly engaged enrolled base
- 76% engagement rate with personalized content: customers actively interacted, not passively enrolled
- 48% unique login rate demonstrated repeat visit behavior — loyalty program activation driving return traffic
- \$1M+ client revenue validated the model: Wi-Fi infrastructure ROI far exceeds its cost

04

DIGITAL MARKETING

Gamification, app engagement, and education programs that turn users into advocates.

Dual

Customer + Employee
Game Tracks



Measurable Customer
Knowledge Lift

Live

Family Feud-Style
Finale Event

Campaign Design

- Multiple-choice trivia game built around AT&T digital innovations, product capabilities, and sustainability — questions designed to deliver genuine informational value, not test ad recall
- Points, levels, leaderboards and rewards (discounts + exclusive merch) created intrinsic + extrinsic motivation that sustained participation past the novelty period
- In-store kiosk deployment captured spontaneous participation and generated natural associate-customer product conversations
- Employee version ran on identical content — creating shared reference points between customers and retail staff
- Family Feud-style live finale transformed digital engagement into a collective cultural moment employees looked forward to

KEY OUTCOMES

- Post-participation surveys showed measurable customer awareness lift beyond surface metrics
- Regular employee participants developed demonstrably deeper product knowledge than training-only peers
- Kiosk deployment extended reach to customers who hadn't self-selected into digital campaign channels
- Finale cited as one of the most positive employee experiences — creating internal advocacy and brand ambassadorship

myAT&T POLO SHIRT CAMPAIGN · Wear What You Know

AT&T

200+

Custom Shirts
Produced

2 Days

Activation
Window

On-Site

Embroidery Machines
Deployed

100%

Organic Brand
Advocacy Created

Campaign Design

- Designed gamification challenge series around myAT&T app's new personalization features — employees explored capabilities through interactive activities, not passive training
- Incentive aligned with message: a custom-embroidered polo shirt with the employee's unique 'my' personalization — physically embodying the app's promise
- On-site embroidery machines eliminated the action-to-reward gap — shirts produced within minutes of challenge completion, not weeks later via mail
- Peer dynamics amplified participation: employees watching colleagues return with custom shirts created organic social pressure to complete the challenge
- Visible, wearable artifact extended the campaign's reach into future customer interactions long after the 2-day window closed

KEY OUTCOMES

- 200+ custom shirts in 2 days proved ability to drive participation at scale within a compressed window
- Every shirt recipient completed genuine functional engagement with app features — not perfunctory click-throughs
- Created cohort of walking brand ambassadors able to speak authentically about personalization features in customer conversations
- Demonstrated the strategic value of aligning reward design with the product benefit being promoted

SECONDS COUNT & OWEN · Digital Self-Service Transformation

AT&T myAT&T

2.5M+

Customers Reached
Within 2 Years

87%

Ad Recall Rate
(JD Power)

3 Yrs

Consecutive JD Power
Top Ranking

#1

Digital Channel
Adoption Growth

Two-Phase Strategy

- Phase 1 — Seconds Count: Research showed customers who knew the app's capability preferred it over calling. Barrier was awareness — campaign made the speed advantage visceral via direct hold-time comparisons across email, bill messaging, IVR, and social
- IVR channel was the strategic masterstroke: reaching a customer already on hold is the highest-relevance moment to redirect them to self-service
- Phase 2 — Owen: A relatable digital persona navigating real situations, scenarios drawn

from top call-driving transactions in AT&T's contact center — each showing exactly how to complete one specific task

- Sequenced phases addressed both barriers: Seconds Count closed the awareness gap; Owen closed the confidence gap — the often-overlooked reason aware customers still don't act
- Owen's persona format was inherently shareable: brief, visual, task-specific — supported organic spread and paid amplification across the same owned channels

KEY OUTCOMES

- 87% ad recall via JD Power — among the highest in AT&T program history; three consecutive top JD Power self-service rankings
- 2.5M+ customers reached; accelerated digital adoption, reduced inbound call volume, and improved NPS simultaneously
- Owen's content library scaled as additional top call-driving transactions were identified — a content model tied directly to contact center data
- Reduced contact center costs while improving satisfaction — the rare combination that validated both the app investment and the marketing driving adoption

GEOLOCATION PUSH NOTIFICATIONS · Right Place, Right Message

AT&T myAT&T

2x+

Industry Avg.
Open Rate Achieved

235

Notifications Sent
(Pebble Beach Test)

4,174

Total Devices by
Day 4 (from 2,500)

SME

Enterprise-Wide
Status Recognized

Program Architecture

- Piloted at AT&T Pebble Beach Pro-Am (2017): 6 behavior-triggered notification types — welcome, FanDome reminder, post-visit thanks, portable charger push, battery-low alert, and farewell — each with distinct objective and trigger
- Geofencing + in-venue beacon infrastructure: notifications fired on course entry, near charging stations, FanDome exits, low battery — context was the message, not just the delivery mechanism
- Throttled to max 3 per day, 4 per event — deliberate restraint preserved the channel's signal-to-noise ratio and conditioned customers to value each notification
- Opt-in incentives (portable chargers, exclusive content) attracted the most engaged segment; 1,500 charging kits distributed requiring app download + location opt-in
- No negative comments observed; younger customers (16–early 20s) especially enthusiastic about location services opt-in — zero negative sentiment across 4 days

KEY OUTCOMES

- Open rates exceeded 2x the industry average — a fundamental difference in customer response, not a marginal improvement
- Pilot became full enterprise-wide program; Jarrid recognized as AT&T SME in geolocation strategy, contributing expertise across business units
- Total devices grew from 2,500 Day 1 to 4,174 Day 4 — organic word-of-mouth drove downloads as customers shared the charging kit incentive
- Post-event: overwhelmingly positive reception; AT&T THANKS card at FanDome was the single most compelling driver of app downloads

55%

Ad Recall Rate
(Shoppers)

19%

Unplanned Purchase
Rate

35%

In-Store Sales Lift
for Promoted Products

Real

Time Campaign
Optimization Enabled

Program Architecture

- Applied computer vision to in-store screens to estimate aggregate demographics (age range, gender) in real time — dynamic content targeting without storing personal data
- ML models selected content based on audience signals plus contextual variables (time of day, traffic, proximity) — delivering programmatic precision in physical retail
- Privacy-compliant by design: no facial recognition, all data anonymized — GDPR-compliant while still delivering meaningful targeting capability
- Measurement infrastructure (view rates, dwell time, purchase correlation) gave brands data never before available in physical retail channels
- New revenue model: store operators monetize physical space as a targeted ad channel, offsetting infrastructure costs with media revenue

KEY OUTCOMES

- 55% ad recall rate — dynamic relevant content dramatically outperforms static in-store displays
- 19% unplanned purchase rate: nearly 1 in 5 shoppers bought something unplanned after seeing a SaaM ad
- 35% sales lift for promoted products — a direct, measurable ROI mechanism for brand advertisers
- Proved AI-powered advertising can be privacy-compliant and commercially effective — not a trade-off

15%+

F&I Attachment Rate
Increase

30%

Transaction Time
Reduction

3

Channels Integrated
(Online, In-Store, Service)

OEM

Branded Agile
Content Framework

Approach

- Mapped the full automotive purchase journey to identify where F&I messaging could be integrated — from digital research through final purchase to service center visits
- Developed best-practice framework for online, in-store, and service center channels — distinct approach per channel, consistent OEM brand standards throughout
- Built modular OEM-branded content library deployable across dealer websites, product APIs, and sales force platforms — reusable across channels to cut development overhead
- Introduced F&I products in the online research phase so customers arrived familiar — reducing friction when decision fatigue is highest at the closing table
- Content governance documentation ensured consistent presentation experience across the entire dealer network regardless of channel

KEY OUTCOMES

- 15%+ F&I attachment rate = direct incremental revenue across dealer transaction volume
- 30% transaction time reduction improved satisfaction — speed and experience quality reinforce each other
- Omnichannel reuse framework cut content dev costs while expanding channel coverage — compounding efficiency
- Digital streamlining elevated F&I conversations: human time focused on recommendation, not explanation

LET'S BUILD SOMETHING GREAT.

Jarrid Q. Hawkins · The Alfland Group LLC

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Events & Experiential

Demand Generation

ABM Strategy

Growth Marketing

Digital Marketing

Available for fractional, contract, full-time and consulting engagements