

Douglas (DJ) Horton

2870 Tremont Denver, CO

LinkedIn: <https://www.linkedin.com/in/dj-horton> |

Email: djhorton@gmail.com

Phone: 720-485-1808

Career Summary: I'm an experienced marketing leader with a background in digital, growth, product, brand, and creative. I've spent the last 10 years building high performing marketing teams across multiple industries including hospitality, direct-to-consumer, SaaS, marketplace, and agency experience.

EDUCATION

Colorado College, Colorado Springs, CO

2007-2011

Major: Political Economics, Minor: Pre-Med & History, Graduated Cum Laude

WORK EXPERIENCE

Peaksware Sports Brands (TrainingPeaks and TrainHeroic), Louisville, CO

Jan 2022 – Current

Director of Marketing

- My teams concurrently grew user bases across 2 businesses totaling over \$35 million in ARR by over 25% YoY. They accomplished this by reimagining the customer journey and implementing a true omni-channel lifecycle marketing approach.
- We improved revenue growth rates across 4 distinct SaaS business lines by over 15% in 2022. My role was leading cross-functional product repositioning and new go-to-market strategies designed to ignite our acquisition marketing efforts..
- I spearheaded an official cross-functional growth team tasked with full-funnel optimization. This team grew Marketplace ARR by over 500% YoY.
- We hired and onboarded 6 new team members to TrainHeroic while bringing two additional teams at TrainingPeaks totalling 12 employees together under one mission, vision, and set of OKRs ,which resulted in hitting every “reach” user growth goal in 2022.

TrainHeroic, Denver, CO

July 2018 – Jan 2022

VP of Marketing

- Launched a SaaS-enabled marketplace business generating over \$8 million in ARR by working closely with the three other members of TrainHeroic’s executive team to shift business strategy toward a new market.
- Led brand positioning, creative direction, and customer persona development across both B2B and B2C business lines, which allowed TrainHeroic to pivot from an enterprise sales based company to a high growth SaaS business.
- Grew business revenue by 322% in year one followed by 120%+ each year following by leveraging customer insights to develop full customer lifecycle marketing strategies. Implemented and managed omni-channel strategy with budgets of \$3 million+.
- Acted as sole marketing department for one year and have since built a team of 9 high performing marketers spanning brand, creative, product marketing, and content.

Vail Resorts, Denver, CO

July 2017 – July 2018

Sr. Manager, Creative Optimization

- Established a new team at Vail Resorts which drove approximately \$6 million in increased ROAS by melding data-driven A/B testing and traditional art direction.
- Leveraged customer insights to develop, and optimize unique positioning and storytelling creative strategies spanning 12 brands, four customer personas, and a nationwide acquisition strategy.
- Spearheaded VR’s first multi-resort destination skier focused campaign, “This is What Epic Feels Like”. Resulting in record retention rates of return destination skiers.

- Directly managed a team of three, and worked closely with 12 high profile resort brands and their creative agencies in the role of art director. During this time, acted as a key stakeholder in two major resort rebranding projects for Whistler Blackcomb and Kirkwood Mountain.

Vail Resorts, Denver, CO

July 2015 – July 2017

Manager, Destination marketing

- Drove record destination skier revenue by developing advanced customer segmentation and go-to-market strategies. Exceeded revenue projections by an average of 130% annually.
- Beat new customer acquisition goals by an average of 15% by working closely with resort marketing partners to develop skier acquisition marketing strategies. Our campaigns spanned CRM, paid media, search, and content marketing channels.

Layer Cake Creative, Denver, CO

May 2012 – July 2015

Director of client strategy, branding, and digital

- Acted as lead on brand discovery and development projects with over 50 clients across industries including commercial real estate, technology, consumer goods, interior design, hemp and CBD, and hospitality.
- Led teams designing omni-channel marketing strategies for clients averaging over \$10 million in annual revenue.
- Managed a team of designers and developers to launch over 30 websites. Acted as lead website designer on roughly half of the projects.

Leadership

Peakware Board of Directors Member

Jan 2020 – Current

Board Member

- Participate in quarterly board meetings setting overall company direction, strategy, etc. for TrainingPeaks, TrainHeroic, Make Music, Alfred Music, and Coachify.

Colorado College Football Player's Council

2007 - 2009

Player's Council Member

- Was elected player representative for my class acting as liaison between players, coaches, and school administration.

Skills & Interest

- Technical: Adobe creative suite, Wordpress, Divi, Video Editing, Google Analytics, Google Tag Manager, Google Search Console, Moz, HubSpot, Iterable CRM, Programmatic advertising, Social media Advertising, Influencer Marketing, Shopify, Apparel design
- Marketing skills: product marketing & positioning, brand development & management, content marketing, social media, paid media, influencer marketing, forecasting & budget management, sales funnel optimization, customer lifecycle strategy, growth marketing, A/B and multivariate testing, website design and optimization, copywriting, video direction, advertising
- Other skills: Leadership, culture-building, financial modelling, P&L
- Interest: Outdoor adventures, travel, fly fishing, snowboarding, film, photography, science
- Fun fact: I've won two different international science fair competitions